Unity Documentation

Privacy compliance ▌ Apple SKAdNetwork support ▌
Support for AppsFlyer Aggregated Advanced Privacy

English

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Aggregated Advanced Privacy ([AAP](#)) is Appsflyer's solution to provide end-user privacy and to help advertisers comply with iOS 14 updated privacy controls. Enabling AAP in Appsflyer's settings strips identifiers out of attribution data, and only provides postbacks at an aggregated level.

To support this feature, Unity is updating all Unity Ads campaigns (both iOS and Android) that use Appsflyer as an attribution provider to append the following new mandatory parameters to attribution tracking URLs:

Parameter name	Macro required	Description
`af_siteid`	`{source_app_id}`	The source app or game identifier.
`af_ad_id`	`{creative_pack_id}`	The Unity User Acquisition creative pack identifier.
`af_ad_orientation`	`{video_orientation}`	The orientation of the creative ("landscape" or "portrait").
`af_channel`	`{exchange}`	The ad exchange ("unity" or "others").

All campaigns will continue to run, uninterrupted, and automatically support AAP if you choose to enable it. All Appsflyer attribution URLs will be updated, whether AAP is currently enabled or not.

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