LiveRamp

Preference Management on CTV with PreferenceLink
Enable compliant consent and preference management on Connected TV Environments

The Challenge

Consumer privacy legislation is on the rise and applies to all digital touchpoints and more. However, due to unique challenges of the CTV environment—e.g., hardware/software limitations and lack of standardized technologies—to date, solutions have been unwieldy and detrimental to the consumer experience.

The Solution

LiveRamp **PreferenceLink** provides a compliant means to enable consent and preference management on CTV.

Through PreferenceLink, users who choose to make purpose- or vendor-level choices can easily do so from a device of their choosing and sync it to their CTV rather than wrestle through a CTV interface.

Benefits of PreferenceLink on CTV

GDPR and CCPA Compliant

Enable compliance with multiple regulations and dynamically display the most appropriate notice based on region.
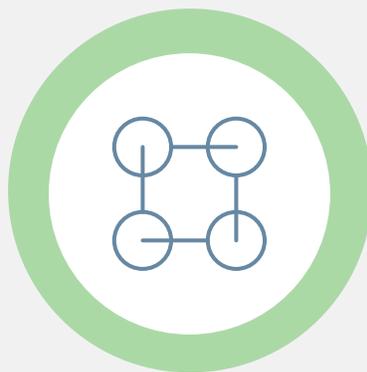
Interoperable Across the Ecosystem

Manage and control all vendor activity in-app through the IAB's TCF v2.0 or the CCPA compliance framework.

Seamless User Experience

Enable users to apply preferences on one device to another, improving the user experience while also providing greater transparency.

How it Works

PreferenceLink connects an individual's preference and consent choices across devices and allows adopters to centrally manage all consent data to unify disparate processes for auditing, tracking, and disseminating the consent and preferences of an individual across ID spaces.

When applied to CTV, this means compliant consent management with a user-friendly experience and interface.
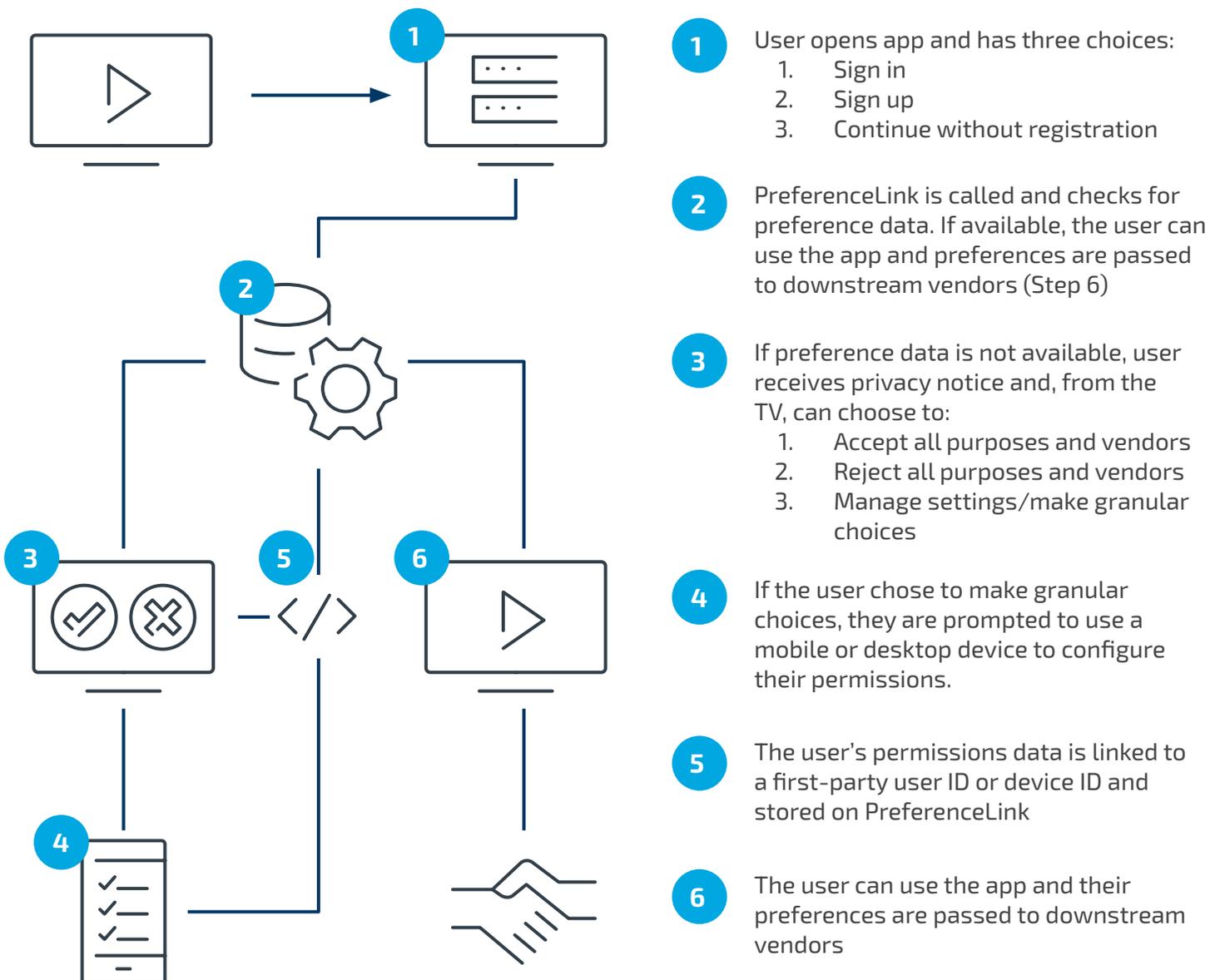
1 User opens app and has three choices:
1. Sign in
2. Sign up
3. Continue without registration

2 PreferenceLink is called and checks for preference data. If available, the user can use the app and preferences are passed to downstream vendors (Step 6)

3 If preference data is not available, user receives privacy notice and, from the TV, can choose to:
1. Accept all purposes and vendors
2. Reject all purposes and vendors
3. Manage settings/make granular choices

4 If the user chose to make granular choices, they are prompted to use a mobile or desktop device to configure their permissions.

5 The user's permissions data is linked to a first-party user ID or device ID and stored on PreferenceLink

6 The user can use the app and their preferences are passed to downstream vendors