

Freestar App SDK - GDPR FAQ

Last Modified on 02/11/2022 10:43 am EST

We are releasing a major update to the Freestar SDK on April 30th, 2021 that will require publishers to utilize a GDPR TCF 2.0 compliant CMP in order to render ads to users in a GDPR affected country. If the publisher is not utilizing a GDPR TCF 2.0 compliant CMP once upgraded to this SDK version, then ads will not serve to users in a GDPR affected country.

We put together a comprehensive list of FAQs below to help break down how the changes may impact your business. If you have additional questions, please reach out to your dedicated Account Manager and we will be happy to help on a case by case basis.

1. What is the new SDK version?

4.0.0 for iOS and Android

2. How do I become GDPR compliant?

In order to be able to serve ads to your users who reside in any EU country, you will need to implement an IAB TCF 2.0 CMP service.

The CMP service is essentially a personal data and privacy form that must be presented to users to collect their consent or dissent. This form can be presented as often as you like throughout the session of your game or app, as you may require your users to see ads. The most typical setup would be for the first visit to an App with an option to edit your preferences through some other call to action.

3. What if I already have a CMP implemented?

If you already have a CMP implemented, you will need to add Publisher First, Inc. (Freestar's official legal entity) as a vendor, as well as each of our partners listed [here](#) if not already included.

You will need to re-trigger the consent form for GDPR affected users once Freestar and additional vendors are added to the vendor list.

If the list of vendors has already been included, no additional effort is required.

4. How does the Freestar SDK work with a CMP?

Freestar SDK will automatically detect the user's CMP response and act accordingly. More specifically, if the user consents, then Freestar SDK will be allowed to serve ads. If the user dissents, then Freestar SDK will not show ads.

5. What if I choose not to implement a CMP?

If a CMP is not implemented at all, then Freestar SDK will not show ads to users who reside in a GDPR affected country.

6. What do I need to do once I choose a CMP?

After you have chosen a CMP Service provider, during configuration and setup of your CMP, you will need to include a list of supported vendors. We recommend that you select 'Include All Vendors' rather than choosing specific vendors, as your list of vendors may change over time.

If you choose to add vendors to your list manually, you will need to include Publisher First, Inc. (Freestar's official legal entity) as a vendor as well as Freestar's list of supported vendors [here](#).

7. Does Great Britain still observe GDPR requirements despite leaving the E.U.?

Yes, it does still apply. In anticipation of Brexit, a new domestic data privacy law called the UK-GDPR took effect on 1/31/20. The UK-GDPR is almost word for word completely identical to the EU's GDPR.

CMP Recommendations:

- Consent Manager -  Consent Management Provider (CMP)
- App Consent -  CMP - SFBX

Here is a list of IAB approved CMP Service providers you can implement in your game or app:  [CMP List](#)