

Freestar Hosted Sourcepoint CMP (Web)

Last Modified on 04/22/2024 12:49 pm EDT

This article is meant to be an overview of the Freestar hosted CMP

About

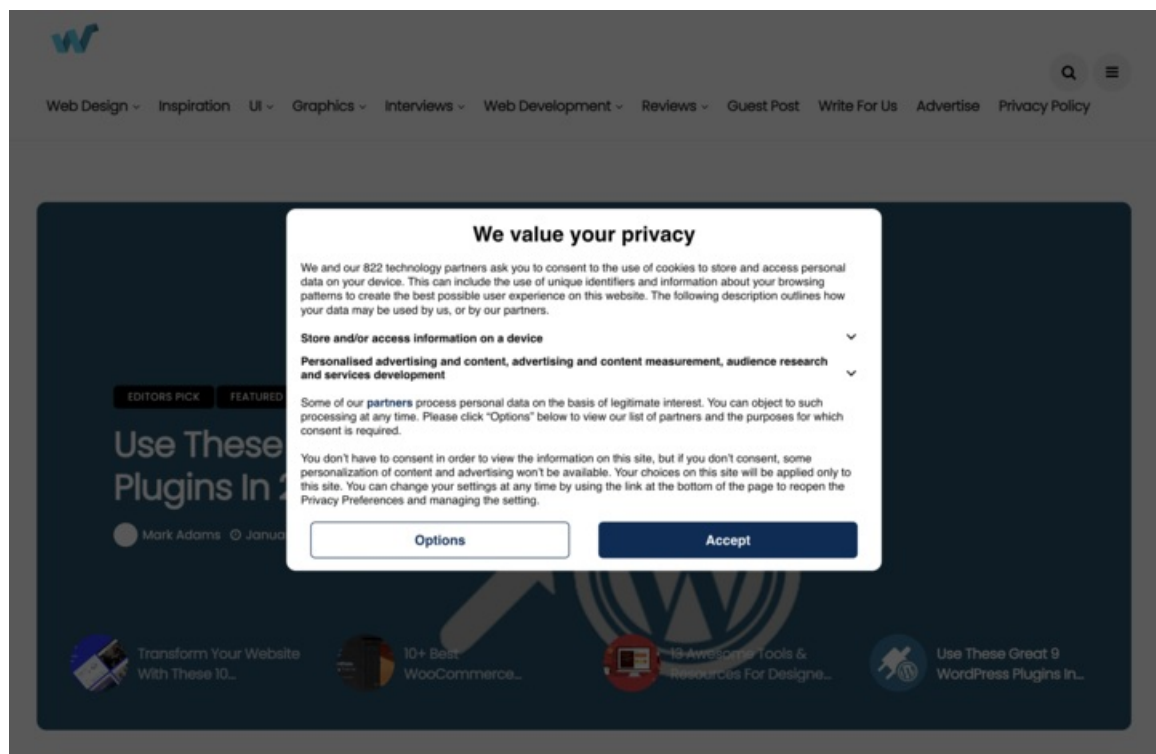
Freestar Sourcepoint CMP

Freestar is providing you with information on the ever-changing laws, regulations, and best practices related to consumer privacy. We strongly recommend that you consult with your attorney regarding the specific compliance requirements related to your sites, including processing and use of data. Your unique processing and use of data will determine your disclosure and compliance requirements, and the information contained in this article does not cover every potential scenario. The information contained in this article does not constitute legal advice.

A CMP (Consent Management Platform) allows a user to give permission to websites to collect data. It allows the user to control and "opt-in" or "opt-out" of the data they share. For GDPR and CCPA-affected areas, we require user consent before we show ads.

Sourcepoint's Dialogue CMP is made to capture and syndicate user preferences to comply with privacy regulations (GDPR, CCPA) while acting as an extension of your brand.

While we recommend considering your own CMP integration, Freestar has an integration with Sourcepoint for a CMP we can add to your pages via our ad code.



Implementation

The CMP is enabled through Freestar's header code automatically, but you (the publisher) are required to place Resurfacing Link and CSS for the Privacy Button, outlined below.

Resurfacing Link

Place this button in the footer of your page. Based on the id "pmLink" this will determine the users geo location and will display **"Do Not Sell or Share My Personal Information"** in CCPA, or **"Privacy Preferences"** in GDPR.

```
<!-- HTML for geo depending button -->
<button id="pmLink">Privacy Manager</button>
```

CSS for Privacy Button

Below is some basic CSS for the Privacy Button. It is important to note that `visibility: hidden;` should remain unchanged. This hides the buttons but will display only one depending on geo. The rest of the CSS can be changed to match your site design.

You can match this to your site but you should keep the visibility "hidden" otherwise the prompt will remain visible while the user navigates the site, regardless of user's geo.

```
<!-- CSS for geo depending button -->
<style>
  #pmLink {
    visibility: hidden;
    text-decoration: none;
    cursor: pointer;
    background: transparent;
    border: none;
  }

  #pmLink:hover {
    visibility: visible;
    color: grey;
  }
</style>
```

If you are using your own CMP you will need to follow the instructions provided by your CMP provider to place your links. You'll also need to enable all IAB-approved vendors within your CMP.

CCPA

What sites are affected by CCPA?

California, Virginia, Colorado, Connecticut and Utah each have unique state-specific privacy laws publishers must comply with. The IAB has created a framework for communication of multiple global consent signals (Global Privacy Platform or GPP), but adoption across the industry has been slow.

In the interim, our Freestar wrapper will continue to respect signals under US privacy (CCPA) and GDPR and pass through any GPP signals to upstream vendors as those signals become available.

Read more from Sourcepoint on the major distinctions between CCPA and GDPR [here](#).

Frequently Asked Questions

What is a CMP?

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What happens if my site goes live without a CMP?

Freestar will not allow ads to display in GDPR-affected areas without a CMP. In CCPA-affected areas, only non-personalized ads will show.

This can have a negative impact on performance so please contact your Freestar team before going live without a CMP.

I don't have European traffic, do I need a CMP?

California, and other US states have unique state specific privacy laws that publishers must comply with. A CMP will be needed to allow for consent-based personalization of ads.

Will my users have to consent every-time they visit the site?

No, users only need to consent once every 30 days.

Can we customize the CMP pop up?

We have limited options available for customizable features. Reach out to your Freestar team with your request and they will let you know if it is possible.

Compliance with all laws is very important to me, now that I am using your CMP does that guarantee that I am compliant with the law?

Freestar cannot guarantee compliance as that would entail legal advice. We can provide guidance and our own best practices but you will need to consult your own legal team to guarantee compliance.