



Unified iD^{2.0}

Building a better foundation for identity on the open internet.

Relevant advertising enables content providers to produce the content we've all come to enjoy, whether it's mobile apps, streaming TV, or web experiences. This value exchange has not always been well understood, communicated, or managed. As the industry moves away from its reliance on the third-party cookie and device IDs, there's an opportunity to create a new and better approach to identity for the open internet.

We're building on the work of leading industry partners and collaborating across the ecosystem to develop an open source ID framework. Built from hashed and encrypted email addresses, this ID will remain open and ubiquitous while introducing significant upgrades to consumer privacy and transparency.



Open source and interoperable

Unified ID 2.0 is open source and available for free for everyone. This is not a proprietary standard or private consortium, but rather a shared identifier that can be used across platforms and vendors.



Independently governed

Participants will agree to a code of conduct, as well as regular audits. The solution, and compliance with the code of conduct, will be managed by an independent group.



Secured technology

Emails are hashed, salted, and encrypted to prevent abuse, and regular rotation of decryption keys will help enforce industry accountability measures. The ID service does not store any data.



User transparency and control

Consumers will be able to easily view and manage their preferences, and opt out at any time. We're collaborating with publishers to ensure that the fundamental value exchange of the internet — relevant advertising in exchange for free content — is clear to consumers.

Key Benefits

Revenue: Publishers will need to be able to continue matching advertiser audiences, managing frequency, and measuring outcomes in order to maintain a sustainable revenue strategy. As a simple, secure, and free solution, Unified ID 2.0 provides a low-risk path to reduce reliance on cookies and device IDs.

Independence: An open and interoperable identifier means that publisher monetization will be less reliant on the actions of individual browsers and device makers.

Trust: Common standards for consent and consumer control will make it easier for publishers to build and maintain trust with their users. More effective targeting will also help enable lighter ad loads and a better overall consumer experience.

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PUBLISHER BETA PROGRAM

What's Involved

Publishers interested in participating should consider the following:

- **Logged-in users:** Participants should ideally have a base of 100,000 logged-in user accounts.
- **Technical work:** Participants will need to integrate with the UID2 API. This can take anywhere from one day to two weeks of work depending on existing capabilities and approach to data storage. Alternatively, publishers using LiveRamp's Authenticated Traffic Solution (ATS), can support UID2 and LiveRamp's ID via a single implementation.
- **Consented data:** All emails used to create IDs will need to be sourced by a means where the consumer has consented to advertising use cases.
- **Legal:** Participants must sign a brief program agreement. Publishers integrating through LiveRamp's Authenticated Traffic Solution (ATS) can leverage their existing paperwork with LiveRamp.

How It Works

- Publishers send verified emails and corresponding privacy settings to the UID2 ID Service via the API.
- The ID Service returns a hashed, salted, and encrypted ID token.
- This secure ID is then passed in the bid request to enable advertiser targeting, frequency capping, and measurement. We are working with our SSP partners to ensure this can be done seamlessly.
- Publishers using LiveRamp's Authenticated Traffic Solution can leverage this integration to generate a UID2 token on their behalf and pass it in the bid request.

Getting Started

Interested publishers should contact UID2publishers@thetradedesk.com to request a program agreement and integration details. Publishers integrated with LiveRamp should contact their LiveRamp-specific account team or reach out to ATS@liveramp.com to learn more about participating via their existing Authenticated Traffic Solution integration.

FAQs

Q: Do publishers need to access the UID2 infrastructure?

If publishers want to use their emails to generate UID2s, they must access the UID2 infrastructure. However, publishers can also choose to work with an SSO or an independent ID provider that is interoperable with UID2 instead.

Q: What do publishers need to do to integrate with UID2?

The typical requirements are:

- Integrate with UID2 APIs to generate UID2 Tokens and access Refresh Tokens which are used to update the IDs. Publishers can also use the JS SDK provided by the UID2 ID Service to manage the refresh token.
- Enable passing of UID2 Token to SSPs or other integrations of interest.
- Abide by other elements of the UID2 code of conduct.

Q: How do publishers ensure that their user email addresses will not be misused or shared with bad actors?

Emails will be both hashed and encrypted to create the Unified ID. Rotating decryption keys will be available only to participants adhering to a strict code of conduct. Foundational to this code of conduct is that members may never use the ID outside of the encrypted transmission system.

Q: How does UID2 work with LiveRamp?

Publishers using ATS can simply choose to enable the creation of UID2 tokens and share them in the bidstream, in tandem with the LiveRamp ID. Publishers do not need to do any additional development work or sign any additional paperwork to participate.