

AOP Cookie Consortium for Vendors

Maintain unfettered access to UK publisher environments with one-time declaration of your tracking technologies via an easy-to-use platform.

Centralized cookie information for publisher use

Welcome to the AOP Cookie Consortium, a one-stop-location for digital vendors to declare their tracking technologies to AOP members. Representing vendors executing on AOP publisher member websites, the Cookie Compliance program provides your publisher clients with the information they need to satisfy their GDPR and ePrivacy obligations. Your ability to provide this information is critical to ensuring you can reach as much demand as possible.

Supported by The Media Trust, the AOP Cookie Consortium continuously scans all AOP publisher websites to identify executing vendors and their cookies. This information is presented to you via the Digital Vendor Risk Management platform for your review.

How it works - 3 simple steps

1. Access the platform with provided credentials
2. Complete Company Profile. Provide background information about your organization to share with AOP publishers. *[Image 1]*
3. Verify Data Trackers: Review and input additional tracking information for cookies not yet detected in the AOP publisher ecosystem. *[Image 2]*



Image 1: Complete fields

Input information about the data tracking mechanisms utilized by your company, including how to identify the tracker, a description of what data it collects, and an overarching classification of its purpose. Those trackers detected by The Media Trust will be displayed automatically. Other trackers can be manually submitted using the "Manually Submit Cookie" option. This information is shared only with those vendors you are connected to.

All of our data tracking mechanisms appear below? Yes No Save

DOMAIN DETECTED	BROWSER COOKIE NAME	TYPE	LIFESPAN	DEFINITION	DATA CLASSIFICATION	SOURCE	EDIT
finance.com	rtb4finance.com	Browser Cookie	1 year(s)	we mark our visitors and clients, we work on bespoke GDPR (IP:0100023) + bidwiththeopenexchange(), so we exchange also data with other adexchange...	Identifiers, Performance, Shared Data	user-defined	Edit
finance.com	-	Device Fingerprint	1 year(s)	after login we are match cookies with crm-id	Identifiers	user-defined	Edit
finance.com	tuuid	-	2 years	-	-	scanned	Edit
finance.com	tuuid_last_update	-	2 years	-	-	scanned	Edit
finance.com	bsw_uid	-	2 years	-	-	scanned	Edit

Image 2: Review detected cookies and declare additional tracking technologies not yet detected in AOP publisher environments.

COMING SOON: AOP protocol

In the next few months, AOP will release a protocol outlining how cookies should be classified and defined for publisher use. At that time, all vendors executing on AOP publisher websites will be asked to review and acknowledge the protocol.

Ask how you can see information specific to your digital environment and help resolve errors affecting data privacy and the overall user experience: certifications@UKAOP.org