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 and acknowledge the AOP Protocol, information for publishers to use when engaging advertising vendors. 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 (DVRM) platform for your review and accessed by publishers to incorporate into their data privacy programs.

How it works - 5 simple steps

1. Access the platform with provided credentials
   - Need credentials? Request them at certifications@ukaop.org

2. Complete your Company Profile: From the ‘Vendor Management’ screen, select ‘Explore’ to provide critical background information about your organization to share with AOP publishers. [Image 1]

3. Verify Data Trackers: Access ‘Data Trackers’ section to review existing data and input additional tracking information for cookies not yet detected in the AOP publisher ecosystem. [Image 2]
4. Connect with AOP within 5 business days: Select the people icon in the upper right, black tool bar and click on the blue ‘Connect’ button [Image 3]
   - NOTE: Connection is required in order to view AOP Protocols [step 5]

5. Review Protocols: Access the AOP protocols and register your response:
   - From the Vendor Management screen, select the “Association of Online Publishers” tile [Image 4]
     - If connected, you will see the protocols
     - If not connected, you will be asked to connect prior to accessing the protocols
     - NOTE: You may have additional policies from other publishers
   - View policies and select one of the 2 available choices:
     - Acknowledge and accept the policy
     - Acknowledge receipt

Using each vendor’s declared information, AOP will classify the data tracking technology. NOTE: AOP will only approve vendors if the protocol is acknowledged and the cookies are properly classified.

Need help?

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

Contact us today at info@themediatrust.com.