

What advertisers need to know about Apple iOS privacy measures

How did we get here? A recap of Apple's privacy changes since 2021:

- In April 2021 Apple rolled out its privacy framework called **ATT (App Tracking Transparency)**, together with iOS 14.5.
- ATT allowed users to opt out of providing their persistent identifier for advertisers, also known as IDFA, to any given app.
- **IDFA** was widely used for attribution by MMPs (AppsFlyer, Adjust, etc.), which in turn were used by advertisers.
- Apple's intent was to force all advertisers to use their privacy-compliant attribution system known as **SKAdNetwork (SKAN)**.
- As SKAN is built for privacy it shares **very limited data signals for attribution** which has meant most advertisers feel it is extremely limiting:
 - ✓ It doesn't allow an install to be attributed to a click or an impression.
 - ✓ In-app events are limited to 3 in 35 days.
 - ✓ There are significant delays (2 days - 35 days) in ad networks, partners and advertisers receiving those install or in-app event postbacks.
 - ✓ It will be extremely challenging to track granular user behavior.
 - ✓ Accurate LTV measurement and optimisation will be impossible.
 - ✓ Advertisers and their partners will optimize to more basic aggregated performance signals.
- Apple continued to enhance SKAN to today's **4.0** version.
- MMPs continued to provide a backup mechanism known as probabilistic **attribution or fingerprinting** to advertisers that was essentially ignoring/bypassing Apple's SKAN system.
- In June 2023 at Apple's WWDC conference Apple announced **Privacy Manifests**:

According to Apple:

"The privacy manifest ... records the types of data collected by your app or third-party SDK, and the required reasons APIs your app or third-party SDK use"

- ✓ This means that Privacy Manifests put the onus on app owners to declare the exact function of the third-party SDK running in their app removing plausible deniability.
- ✓ Privacy Manifests prevent apps from connecting to a tracking domain (ex. tracking.exampleapp.com) unless ATT consent is granted.
- ✓ The intent of this is to stop fingerprinting and to force all advertisers to use SKAN only.
- ✓ Apple's guidance is that this will be enforced *between Autumn 2023 and Spring 2024*.

What advertisers should do now to prepare for changes in 2024:


- ✓ Implement **SKAN conversion values**: both fine-grained and coarse-grained (your MMP can support this).
- ✓ For every third-party SDK in your app, the third party must provide a privacy manifest as part of their SDK (this should be included in their SDK) which declares the function and privacy implication of that SDK).
- ✓ App owners should be **asking all third parties** to confirm when their privacy manifest is available or included and a summary of its contents.
- ✓ The **Privacy Nutrition Label** of your app, which is viewable in the App Store, will depend on these manifests.



Advertisers should prioritize these measures in **Q4 2023**, as Apple has announced Privacy Manifests will be implemented from late 2023 to spring 2024.

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