

[Exchange Provided 1p Identifiers \(EPID\)](#)

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About Exchange Provided 1P Identifiers

The Exchange Provided Identifier (EPID) will allow publishers to send DV360 a user identifier for use in frequency capping, audience segmentation and targeting, sequential ad rotation and other audience-based ad delivery controls across devices.

The identifier must be hashed, pseudonymous, and must not contain any personal information.

If using EPID in a server-side ad serving setting, the user must have access to a mechanism to opt out of interest-based advertising. If a user opts-out of the publisher's or exchange's use of EPID in connection with advertising, or deletes his or her account, the publisher and/or exchange must immediately stop sending DV360 the EPID associated with that user.

DV360 will accept data generated by exchanges, publishers, or vendors that work with either the exchange or publisher.

How DV360 will use Exchange Provided Identifiers

DV360 will use the Exchange Provided Identifiers to:

1. Support IVT and frequency capping use cases
2. Support audience modeling use cases

In order to ensure our privacy requirements are met, DV360 will technically restrict usage of any ID to a publisher, app, or domain level to absolutely ensure that individual user cross site tracking will not be possible.

The EPID *supplements*, rather than replaces, other identifiers used by DV360. In most cases, this means that an EPID-enabled ad request made to DV360 will be a *multi-identifier request*-- it may contain a *primary* EPID identifier and *secondary* additional EPIDs or other 1p data.

How to send EPIDs

Exchanges can continue sending Exchange Provided Identifiers via 'eids', an extension under the user object of the RTB request, '**user.ext.eids**'. *Note that any IDs coming through this field will be sharded at a publisher, app, or domain level.*

Limits and requirements

Failure to meet the requirements described below might cause EPIDs to be ignored or discarded by our systems.

The EPID value must be:

- A minimum of 32 characters.

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- A maximum of 150 characters.
- An opaque identifier to Google, with no decipherable PII
- Only sent when the user can be identified by the publisher/exchange—and not sent in cases when the user cannot be identified.
- Only sent when the user has been presented with appropriate user consent and opt out options that have been honored by the exchange/publisher/vendor.

Avoid changing the algorithm for generating EPID values. Doing so causes various features to be reset, including frequency capping, audience segmentation and targeting, sequential ad rotation and other audience-based ad delivery features.

DV360 may reset profiles if an exchange's identifiers exceed a total number within assigned network limits.