

Implementing the ePrivacy Publisher Plug-in

A guide to configuring and extending the application

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1. Introduction

Affiliate Window's ePrivacy plug-in for publishers is an application for your website to help you comply with the new EU ePrivacy regulations and your users to manage their privacy settings.

The technology is offered as a general privacy solution, whereby it can be easily extended to manage all features of your site that rely on cookies, not just Affiliate Window's.

2. Usage and initialisation

2.1 Privacy levels

The plug-in allows the user to choose between one of three privacy levels:

- 1: Normal service
- 2: Reduced Service
- 3: Limited Service

2.2 Initialising the plug-in

Initialisation of the plugin should be done at the bottom of the document, in a script section just before the closing body tag.

2.2.1 Basic usage

```
AWIN.Privacy();
```

This will start the ePrivacy tool on your site and allow visitors to be notified about cookie settings via a small modal window. By default, the component for handling affiliate links will also be activated to enable/disable tracking links based on the users preference.

If you do not want the affiliate link handler you can call the `removeFeature()` method of `AWIN.Privacy` passing in the feature name:

```
var awp = AWIN.Privacy();  
awp.removeFeature('affiliateLink');
```

See '[Configuring the affiliate link feature](#)' for details of how to override its default settings and how to help it identify affiliate links on your site.

2.2.2 Configuration

AWIN.Privacy() can optionally take a configuration object. This mechanism allows you control over the configuration of the plug-in.

Attribute	Description
stylesheet	URL of application's stylesheet, i.e., http://www.domain.com/styles.css
defaultLevel	The default privacy level given to a new visitor who does not engage with the application, 0 = unrestricted, 1 = somewhat restricted, 2 = very restricted.
cookieName	Name of the cookie used to store the users privacy level
addBasicFeature	Basic message feature that states the user can browse the site content and no identifiable data is recorded.

2.2.2.1 introModal options

This section of the configuration controls the initial message shown to first-time visitors to your site. This is an object with the following attributes:

Attribute	Description
infoTimeout	Time for which the pop-up is displayed before it disappears (in milliseconds)
description	The message displayed in the first-contact modal popup
cancel	The label of the left button on the first-contact modal popup
ok	The label of the right button on the first-contact modal popup

2.2.2.2 settingsModal options

This section of the configuration controls the modal window in which the user changes cookie settings. This is an object with the following attributes:

Attribute	Description
title	Modal title
description	The message displayed in the first-contact modal popup
instructions	Instruction to view available settings
radioLabel	The label for the settings modal radio buttons
level0	Label for the least restrictive cookie setting that maps to level 0 settings.
level1	Label for the intermediate cookie setting that maps to level 1 settings.
level2	Label for the most restrictive cookie setting that maps to level 2 settings.
will	Header message for what the website is permitted to do based on cookie settings.
willNot	Header message for what the website is NOT permitted to do based on cookie settings.
cancel	The label of the cancel button on the settings modal.
save	The label of the save button on the settings modal.

2.2.2.3 Default values

For any attribute excluded from the configuration object passed to AWIN.Privacy(), a default value is used. The default configuration object is as follows:

```
{
  stylesheet: "https://www.dwin2.com/css/j1.css",
  defaultLevel: 0,
  cookieName: '_awpp',
  introModal: {
    infoTimeout: 5000,
    description: 'Would you like to know about the information
we store and how it affects you?',
    cancel: 'No thanks',
    ok: 'Yes please'
  },
  settingsModal: {
    title: 'Your cookie settings',
    description: 'We sometimes keep information about your
visit to make our website easier for you to use. We also
need to tell our partner sites you came via our site as we
may be rewarded if you become their customer. None of this
information contains anything personally identifiable to
you. You can remove any information already stored on your
computer, but this may prevent you from using parts of our
site.',
    instructions: 'The options below highlight the different
features available.',
    radioLabel: 'I would like to experience;',
    level0: 'Normal service',
    level1: 'Reduced service',
    level2: 'Limited service',
    will: 'This website will:',
    willNot: 'This website will not:',
    save: 'Save and close',
    cancel: 'Cancel'
  },
  addBasicFeature: true,
}
```

```
features: {
  affiliateLink: {},
  basicWill: {
    description: 'Allow you to browse its content'
  },
  basicWillNot: {}
}
```

3. ePrivacy plug-in features

The plugin manages which functions of your website can be used based on a users privacy setting. Features are what we call the components that control a given piece of functionality (affiliate links, analytics, etc). Typically this is done by enabling or disabling the function based on the users privacy level.

3.1 Preloaded feature configuration

The ePrivacy plug-in ships with two in-built features - the affiliate link feature (enabled by default) and the Google Analytics feature (disabled by default).

To configure a feature, the relevant part of the 'features' section of the configuration object is specified:

```
var awp = AWIN.Privacy({
  features: {
    affiliateLink: {
      description: 'My new description of this feature',
      level: 1
    }
  }
});
```

The code above will update the feature description (shown in the will/will not lists) and set the required privacy level to 1 (the user will not be redirected on clicking affiliate links unless they have opted for at least a 'Reduced service').

3.1.1 Configuring the Google Analytics feature plugin

This feature is built-in but not enabled by default as not every site runs Google Analytics. To enable it in your ePrivacy tool you need to add it to the 'features' object of the config:

```
AWIN.Privacy({
  features : {
    analytics: {
      propertyId: ['UA-29736XXX-1']
    }
  }
});
```

To override the default level and description:

```
AWIN.Privacy({
  features : {
    analytics: {
      description: 'Allows our site to record your visit',
      level: 0,
      propertyId: ['UA-29736XXX-1']
    }
  }
});
```

NB: Please note that you need to make sure that you do not load the Google analytics script ('ga.js') until after the the AWIN.privacy call in your page.

Installation of the Google Analytics code is done as normal, this feature add-on merely controls whether or not any analytics data is recorded for a given user.

3.1.1.1 Configuration options

The full configuration attributes available for the analytics feature are as follows:

Attribute	Description
description	Describes what the feature permits.
level <i>default: 1</i>	The strictest settings a user can be on for analytics tracking to be enabled.
propertyId <i>default: [], an empty array</i>	An array of Google Analytics website property Ids. This is normally found next to '_setAccount' in your Google Analytics installation. This array can contain multiple property Ids.

3.1.2 Configuring the affiliate link feature

The ePrivacy tool comes preloaded with a feature for disabling affiliate links if they are not permitted by the user's settings.

Affiliate links are identified in two ways:

1. By the domain name of the URL the link refers to. By default, we check for 'awin1.com' links – that is, Affiliate Window tracking links. The list of domains checked can be configured with other domains for, for example, other affiliate networks.
2. By the presence of a css class on the link element. By default, we check for a class of 'awp_afl'. This can be overridden to instead check for the class of your choice. Using this option, you can ensure that affiliate links on your site are detected as such by adding a css class to them.

3.1.2.1 Configuration options

There are a number of configuration options for this add-on, which are passed in an 'affiliateLink' object in the 'features' section of the config array:

Attribute	Description
linkClass <i>default: 'awp_afl'</i>	Defines the css class of link elements which flags that link as an affiliate link.
linkDomains <i>default: ['awin1.com']</i>	An array of domain names, or partial domain names to check links against.
description	The description of this feature displayed to the user in the settings modal.
level <i>default: 0</i>	The strictest settings a user can be on for affiliate links to be enabled.

Additionally, a 'modal' attribute may be included to configure the modal window displayed when a user clicks on a disabled affiliate link. The modal attribute value should be an object which can contain the following string attributes: title, description, instructions, cancel, enable.

3.1.2.2 Creating additional link detection methods

We provide the ability to define other mechanisms of your own devising for detecting affiliate links. This is done by creating a JavaScript function. This function should take, as its sole parameter, a DOM Anchor object. It should return true if the link is identified as an affiliate link, false otherwise.

Your custom function is added to the config as follows:

```
var awp = AWIN.Privacy({
  features: {
    affiliateLink: {
      detectors: {
        myMethod: function(link) { /* do something */ }
      }
    }
  }
});
```

4. Extensibility

The application is only really useful as a general privacy solution if it can be extended. Out of the box it provides filters to handle both affiliate linking and Google Analytics, but new feature plugins can be built in JavaScript and registered with the application. A simple SDK is provided to enable customisation.

4.1 How do I write a feature add-on?

An add-on is just a JavaScript object. As long as the object exposes certain attributes and methods, then it can be applied alongside the native plugins provided as part of the base application.

Two attributes are required:

Attribute	Description
level	The most restrictive level at which this feature is allowed.
description	The description displayed to the user in the settings modal.

Four methods can optionally be defined:

Method	Description
init	Called when the plugin is first installed.
apply	This method is called if the user's settings <i>prohibit</i> whatever activity the feature represents.
clear	This method is called if the user's settings <i>allow</i> whatever activity the feature represents.
remove	Called if the plugin is ever explicitly removed using <code>AWIN.Privacy.removeFeature</code> . This method should undo anything done in <code>init()</code> .

As well as on the initial page load, `apply()` and `clear()` are called as appropriate each time the user's settings are changed.

4.2 Installing a feature add-on

The add-on is installed using `AWIN.Privacy.addFeature()`. This method takes two parameters: a string identifier, and the plugin object itself, and should be called after the initial call to `AWIN.Privacy()`.

```
AWIN.Privacy({/* config */});
AWIN.Privacy.addFeature('myFeature', {
  level: 1,
  description: 'Description of my feature',
  init: function() { /* code to run on start up */},
  clear: function() { /* code to run if the feature is allowed
*/},
  apply: function() { /* code to run if the feature is forbidden
*/},
  remove: function() { /* code to run if the plugin is removed */}
});
```

4.3 Updating existing code

Chances are you already have JavaScript applications running on your website that use cookies, in which case you might want to simply modify those to interact with the users privacy setting.

4.3.1 Querying the privacy object

Read-only access to the users privacy setting is provided via two methods, `getLevel()` and `isAllowed()`, both methods are part of the `AWIN.Privacy` object.

4.3.2 `getLevel`

This method returns an integer representing the user's current settings.

```
var awp = AWIN.Privacy(/* config */);  
var privacyLevel = awp.getLevel();
```

4.3.3 `isAllowed`

This method returns boolean – whether or not the user's current settings allow the specified feature. It accepts one parameter, the name of the feature you want to check, for example 'affiliateLink' or 'analytics'. It could also be the name of an add-on you have defined and installed using your `addFeature()` as detailed above.

```
var awp = AWIN.Privacy(/* config */);  
var analyticsAllowed = awp.isAllowed('analytics');
```

4.3.4 Non-JavaScript access to privacy setting

The users privacy setting can also be accessed directly by reading the value of the privacy cookie (named `_awpp` by default), allowing you to interact with the ePrivacy plug-in in using whatever language your site is built in.