**saif**

**SUPPLY PARTNER DATA ATTRIBUTE QUESTIONNAIRE**

|  |  |
| --- | --- |
| **Company Name** |  |

**Attribute Availability and Definition**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Yes** | **No** | **Planned** | **Data Field** | **Description** |
|  |  |  | MAID – Device ID | Unique advertising identifier from the device (un-hashed) |
|  |  |  | User Consent – option 1 | IAB TCF v2 |
|  |  |  | User Consent – option 2  | IAB CCPA |
|  |  |  | User Consent – option 3 | Toggle (0/1) plus consent screen shots by Publisher ID |
|  |  |  | Connection Type | Wi-Fi, LTE, etc. |
|  |  |  | ID Type | Advertising ID type: IDFA (iOS) and ADID (Android) |
|  |  |  | Latitude | Latitude of the event |
|  |  |  | Longitude | Longitude of the event |
|  |  |  | Horizontal Accuracy | GPS accuracy in meters as reported by the device OS |
|  |  |  | Vertical Accuracy | GPS accuracy in meters as reported by the device OS |
|  |  |  | Altitude | Altitude in meters as reported by the device OS |
|  |  |  | Bearing or Heading | Decimal degrees from north, clockwise 0 to 360 degrees |
|  |  |  | Speed | Speed of movement as reported in meters/second  |
|  |  |  | Timestamp | Unix timestamp of the event (milliseconds) since “the epoch” |
|  |  |  | IP Address | IP address of the event generated from the device |
|  |  |  | IP v4 | IPv4 Address  |
|  |  |  | IP v6 | IPv6 Address  |
|  |  |  | Wi-Fi SSID | Wi-Fi network name |
|  |  |  | Wi-Fi BSSID | Wi-Fi network hardware address |
|  |  |  | Device OS | Operating system of the device: "iOS" or "android" |
|  |  |  | Device OS Version | Version of the device operating system |
|  |  |  | User Agent | Web browser version and operating system |
|  |  |  | Device Make | Manufacturer name |
|  |  |  | Device Model | Device model name |
|  |  |  | Device Type | Smartphone or Tablet |
|  |  |  | Carrier Name | Service provider name |
|  |  |  | Cell ID | Base Transceiver Station (BTS) number |
|  |  |  | MCC | Mobile Country Code |
|  |  |  | MNC | Mobile Network Code |
|  |  |  | Country Code | ISO2 2-digit alpha country code for the event |
|  |  |  | Publisher ID | Unique developer identifier  |
|  |  |  | App ID | Unique application identifier  |
|  |  |  | App Category | App store or IAB category name |
|  |  |  | Location Collection Method  | 0 = foreground, event captured when the app is open |
|  |  |  | Location Collection Method  | 1 = background, event captured when the app is not open |
|  |  |  | Geohash | Unique alphanumeric string to express a location  |
|  |  |  | IoT / Beacons | Base64 encoded JSON string; captures IoT/Beacons |
|  |  |  | UUID | Universally Unique Identifier |
|  |  |  | Major | Numbers assigned to iBeacons |
|  |  |  | Minor | Numbers assigned to iBeacons |
|  |  |  | RSSI | Beacon Signal Strength  |