Hi Johnny – happy to help, and apologies for the delay. This slipped through the cracks over the weekend.

The SCD flag is a marker that those categories should be treated with special consideration, by all parties involved – both while tagging content with those categories, or while transacting on impressions tagged with those categories. That is the reason why it isn't directly referenced in AdCOM - the flag is true at all times for those categories, and does not need to be communicated via AdCOM/OpenRTB.

Hope that helps … let me know if you need anything else.

Thanks,
Ben

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From: Johnny Ryan <johnny.ryan@iccl.ie>
Date: Saturday, August 22, 2020 at 3:58 AM
To: taxonomy <taxonomy@iabtechlab.com>
Subject: Taxonomy 2.1

Dear colleagues,

I would be grateful if you could let me know what the significance of this the "SCD" label in taxonomy 2.1 is.

In particular, are taxonomies that are marked as SCD treated in a different manner in bid requests, or by participants in the RTB system that may receive them? I ask because AdCOM does not appear to refer to the SCD label.

Johnny

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Dr Johnny Ryan FRHistS

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I have a list for regulators and analysts who read updates on policy matters. If useful, sign up here --> https://brave.us18.list-manage.com/subscribe?u=e38d85b519352e2b40c9b899e&id=4384bd4cba&orig-lang=1