

# IAB Practice Test Questions and Answers

## 1. What does CCPA stand for?

- A) Consumer Content and Privacy Act
- B) California Consumer Privacy Act
- C) Certified Consumer Protection Authority
- D) Commercial Content Publishing Agreement

## 2. What is second-party data?

- A) Data that a company collects from its own properties and customers
- B) First-party data that is shared directly between two trusted partners
- C) Data purchased from independent third-party data brokers
- D) Anonymized behavioral data from public websites

## 3. What is native advertising?

- A) Paid advertising that matches the form, feel, and function of the content surrounding it on a given platform
- B) Advertising created by local companies for their home region
- C) Ads that use native device features like GPS and camera
- D) Advertising built natively within a platform's own ad tools

## 4. What is SKAdNetwork (SKAN)?

- A) Apple's privacy-preserving mobile measurement framework that provides campaign attribution without user-level data
- B) Google's software development kit for Android app advertising
- C) A network of premium mobile publishers certified by the IAB
- D) An SDK for integrating mobile interstitial ads into iOS apps

**Answers: 1-B 2-B 3-A 4-A**

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