Customer Data Platform Version 1.0

Committee Specification Draft 01 / Public Review Draft 01

27 September 2018

Specification URIs

This version:

http://docs.oasis-open.org/cxs/cdp/v1.0/csprd01/cdp-v1.0-csprd01.txt (Authoritative)
http://docs.oasis-open.org/cxs/cdp/v1.0/csprd01/cdp-v1.0-csprd01.html
http://docs.oasis-open.org/cxs/cdp/v1.0/csprd01/cdp-v1.0-csprd01.pdf

Previous version:

N/A

Latest version:

http://docs.oasis-open.org/cxs/cdp/v1.0/cdp-v1.0.txt (Authoritative)
http://docs.oasis-open.org/cxs/cdp/v1.0/cdp-v1.0.html
http://docs.oasis-open.org/cxs/cdp/v1.0/cdp-v1.0.pdf

Technical Committee:

OASIS Context Server (CXS) TC

Chairs:

Serge Huber (shuber@jahia.com), Jahia Solutions Group SA
Thomas Lund Sigdestad (tsi@enonic.com), Enonic

Editor:

Thomas Lund Sigdestad (tsi@enonic.com), Enonic

Additional artifacts:

This prose specification is one component of a Work Product that also includes:

- XML schemas: http://docs.oasis-open.org/tc-short-name/WP-abbrev/version/csdXX/schemas/ (hyperlink, including terminating /)
- Other parts (list full title and VISIBLE hyperlink, preferably to HTML version) (remove entire section if no entries – don't use "N/A")

Related work:

This specification replaces or supersedes:

- Specifications replaced by this specification (VISIBLE hyperlink, preferably to HTML version)

This specification is related to:

- Related specifications (VISIBLE hyperlink, preferably to HTML version) (remove "Related work" section or the "replaces" or "related" subsections if no entries)

Declared XML namespaces:

- list namespaces which are declared, not just referenced (hyperlink if HTTP-based URI) (remove "Declared XML namespaces" section if no entries – don't use "N/A")

Abstract:

This specification aims to standardize exchange of customer data across systems and silos by defining a web-based API using GraphQL, thus providing a self-documented and strongly typed

 Copyright © OASIS Open 2018. All Rights Reserved.

interface while allowing extensive customization. It is based upon four core concepts: Profiles, Events, Consents, and Clients.

Status:

This document was last revised or approved by the OASIS Context Server (CXS) TC on the above date. The level of approval is also listed above. Check the "Latest version" location noted above for possible later revisions of this document. Any other numbered Versions and other technical work produced by the Technical Committee (TC) are listed at https://www.oasis-open.org/committees/tc_home.php?wg_abbrev=cxs#technical.

TC members should send comments on this specification to the TC's email list. Others should send comments to the TC's public comment list, after subscribing to it by following the instructions at the "Send A Comment" button on the TC's web page at https://www.oasis-open.org/committees/cxs/.

This specification is provided under the Non-Assertion Mode of the OASIS IPR Policy, the mode chosen when the Technical Committee was established. For information on whether any patents have been disclosed that may be essential to implementing this specification, and any offers of patent licensing terms, please refer to the Intellectual Property Rights section of the TC's web page (https://www.oasis-open.org/committees/cxs/ipr.php).

Note that any machine-readable content (Computer Language Definitions) declared Normative for this Work Product is provided in separate plain text files. In the event of a discrepancy between any such plain text file and display content in the Work Product's prose narrative document(s), the content in the separate plain text file prevails.

Citation format:

When referencing this specification the following citation format should be used:

[CDP-v1.0]

Customer Data Platform Version 1.0. Edited by Thomas Lund Sigdestad. 27 September 2018. OASIS Committee Specification Draft 01 / Public Review Draft 01. http://docs.oasis-open.org/cxs/cdp/v1.0/csprd01/cdp-v1.0-csprd01.html. Latest version: http://docs.oasis-open.org/cxs/cdp/v1.0/cdp-v1.0.html.

 Copyright © OASIS Open 2018. All Rights Reserved.

Notices

Copyright © OASIS Open 2018. All Rights Reserved.

All capitalized terms in the following text have the meanings assigned to them in the OASIS Intellectual Property Rights Policy (the "OASIS IPR Policy"). The full Policy may be found at the OASIS website.

This document and translations of it may be copied and furnished to others, and derivative works that comment on or otherwise explain it or assist in its implementation may be prepared, copied, published, and distributed, in whole or in part, without restriction of any kind, provided that the above copyright notice and this section are included on all such copies and derivative works. However, this document itself may not be modified in any way, including by removing the copyright notice or references to OASIS, except as needed for the purpose of developing any document or deliverable produced by an OASIS Technical Committee (in which case the rules applicable to copyrights, as set forth in the OASIS IPR Policy, must be followed) or as required to translate it into languages other than English.

The limited permissions granted above are perpetual and will not be revoked by OASIS or its successors or assigns.

This document and the information contained herein is provided on an "AS IS" basis and OASIS DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY THAT THE USE OF THE INFORMATION HEREIN WILL NOT INFRINGE ANY OWNERSHIP RIGHTS OR ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

OASIS requests that any OASIS Party or any other party that believes it has patent claims that would necessarily be infringed by implementations of this OASIS Committee Specification or OASIS Standard, to notify OASIS TC Administrator and provide an indication of its willingness to grant patent licenses to such patent claims in a manner consistent with the IPR Mode of the OASIS Technical Committee that produced this specification.

OASIS invites any party to contact the OASIS TC Administrator if it is aware of a claim of ownership of any patent claims that would necessarily be infringed by implementations of this specification by a patent holder that is not willing to provide a license to such patent claims in a manner consistent with the IPR Mode of the OASIS Technical Committee that produced this specification. OASIS may include such claims on its website, but disclaims any obligation to do so.

OASIS takes no position regarding the validity or scope of any intellectual property or other rights that might be claimed to pertain to the implementation or use of the technology described in this document or the extent to which any license under such rights might or might not be available; neither does it represent that it has made any effort to identify any such rights. Information on OASIS' procedures with respect to rights in any document or deliverable produced by an OASIS Technical Committee can be found on the OASIS website. Copies of claims of rights made available for publication and any assurances of licenses to be made available, or the result of an attempt made to obtain a general license or permission for the use of such proprietary rights by implementers or users of this OASIS Committee Specification or OASIS Standard, can be obtained from the OASIS TC Administrator. OASIS makes no representation that any information or list of intellectual property rights will at any time be complete, or that any claims in such list are, in fact, Essential Claims.

The name "OASIS" is a trademark of OASIS, the owner and developer of this specification, and should be used only to refer to the organization and its official outputs. OASIS welcomes reference to, and implementation and use of, specifications, while reserving the right to enforce its marks against misleading uses. Please see https://www.oasis-open.org/policies-guidelines/trademark for above guidance.

Table of Contents

1 Introduction 5
1.1 IPR Policy 5
1.2 Terminology 5
1.3 Normative References 5
1.4 Non-Normative References 5
2 Section Title 7
2.1 Level 2 section title 7
2.1.1 Level 3 section title 7
2.1.1.1 Level 4 section title 7
2.1.1.1.1 Level 5 7
2.1.1.1.1.1 Level 6 7
3 Security Considerations 8
4 Conformance 9
Appendix A. Acknowledgments 10
Appendix B. Example Title 11
B.1 Subsidiary section 11
B.1.1 Sub-subsidiary section 11
B.1.1.1 Sub-sub-subsidiary section 11
B.1.1.1.1 Sub-sub-sub-subsidiary section 11
Appendix C. Revision History 12

Copyright © OASIS Open 2018. All Rights Reserved.

1 Introduction

[All text is normative unless otherwise labeled]

1.1 IPR Policy

This specification is provided under the Non-Assertion Mode of the OASIS IPR Policy, the mode chosen when the Technical Committee was established. For information on whether any patents have been disclosed that may be essential to implementing this specification, and any offers of patent licensing terms, please refer to the Intellectual Property Rights section of the TC's web page (https://www.oasis-open.org/committees/cxs/ipr.php).

1.2 Terminology

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC2119] and [RFC8174] when, and only when, they appear in all capitals, as shown here.

1.3 Normative References

[RFC2119] Bradner, S., "Key words for use in RFCs to Indicate Requirement Levels", BCP 14, RFC 2119, DOI 10.17487/RFC2119, March 1997, <http://www.rfc-editor.org/info/rfc2119>.

[RFC8174] Leiba, B., "Ambiguity of Uppercase vs Lowercase in RFC 2119 Key Words", BCP 14, RFC 8174, DOI 10.17487/RFC8174, May 2017, <http://www.rfc-editor.org/info/rfc8174>.

[Reference] [Full reference citation]

1.4 Non-Normative References

[RFC3552] Rescorla, E. and B. Korver, "Guidelines for Writing RFC Text on Security Considerations", BCP 72, RFC 3552, DOI 10.17487/RFC3552, July 2003, <https://www.rfc-editor.org/info/rfc3552>.

[Reference] [Full reference citation]

(**Note**: Each reference to a separate document or artifact in this work must be listed here and must be identified as either a Normative or a Non-Normative Reference.

For all References – Normative and Non-Normative:

Recommended approach: Set up **[Reference]** label elements as "Bookmarks", then create hyperlinks to them within the document.

The proper format for citation of technical work produced by an OASIS TC (whether Standards Track or Non-Standards Track) is:

[Citation Label] Work Product title (italicized). Edited by Albert Alston, Bob Ballston, and Calvin Carlson. Approval date (DD Month YYYY). OASIS Stage Identifier and Revision Number (*e.g.*, OASIS Committee Specification Draft 01). Principal URI (version-specific URI, *e.g.*, with stage component: somespec-v1.0-csd01.html). Latest version: (latest version URI, without stage identifiers).

For example:

[OpenDoc-1.2] *Open Document Format for Office Applications (OpenDocument) Version 1.2*. Edited by Patrick Durusau and Michael Brauer. 19 January 2011. OASIS Committee Specification Draft 07. http://docs.oasis-

Copyright © OASIS Open 2018. All Rights Reserved.

open.org/office/v1.2/csd07/OpenDocument-v1.2-csd07.html. Latest version: http://docs.oasis-open.org/office/v1.2/OpenDocument-v1.2.html.

Reference sources:

For references to **IETF RFCs**, use the approved citation formats at: http://docs.oasis-open.org/templates/ietf-rfc-list/ietf-rfc-list.html.

For references to **W3C Recommendations**, use the approved citation formats at: http://docs.oasis-open.org/templates/w3c-recommendations-list/w3c-recommendations-list.html.

Remove this note before submitting for publication.)

 Copyright © OASIS Open 2018. All Rights Reserved.

2 Section Title

text

2.1 Level 2 section title

text

2.1.1 Level 3 section title

text

2.1.1.1 Level 4 section title

text

2.1.1.1.1 Level 5

Text

2.1.1.1.1.1 Level 6

Text

Copyright © OASIS Open 2018. All Rights Reserved.

3 Security Considerations

(**Note:** OASIS strongly recommends that Technical Committees consider issues that could affect security when implementing their specification and document them for implementers and adopters. For some purposes, you may find it required, e.g. if you apply for IANA registration.

While it may not be immediately obvious how your specification might make systems vulnerable to attack, most specifications, because they involve communications between systems, message formats, or system settings, open potential channels for exploit. For example, IETF [RFC3552] lists “eavesdropping, replay, message insertion, deletion, modification, and man-in-the-middle” as well as potential denial of service attacks as threats that must be considered and, if appropriate, addressed in IETF RFCs.

In addition to considering and describing foreseeable risks, this section should include guidance on how implementers and adopters can protect against these risks

We encourage editors and TC members concerned with this subject to read *Guidelines for Writing RFC Text on Security Considerations,* IETF [RFC3552], for more information.)

 Copyright © OASIS Open 2018. All Rights Reserved.

4 Conformance

(**Note**: The OASIS TC Process requires that a specification approved by the TC at the Committee Specification Public Review Draft, Committee Specification or OASIS Standard level must include a separate section, listing a set of numbered conformance clauses, to which any implementation of the specification must adhere in order to claim conformance to the specification (or any optional portion thereof). This is done by listing the conformance clauses here.

For the definition of "conformance clause," see OASIS Defined Terms.

See "Guidelines to Writing Conformance Clauses": http://docs.oasis-open.org/templates/TCHandbook/ConformanceGuidelines.html.

Remove this note before submitting for publication.)

 Copyright © OASIS Open 2018. All Rights Reserved.

Appendix A. Acknowledgments

(**Note:** A Work Product approved by the TC must include a list of people who participated in the development of the Work Product. This is generally done by collecting the list of names in this appendix. This list shall be initially compiled by the Chair, and any Member of the TC may add or remove their names from the list by request.

Remove this note before submitting for publication.)

The following individuals have participated in the creation of this specification and are gratefully acknowledged:

Participants:

[Participant Name, Affiliation | Individual Member]
[Participant Name, Affiliation | Individual Member]

 Copyright © OASIS Open 2018. All Rights Reserved.

Appendix B. Example Title

text

B.1 Subsidiary section

text

B.1.1 Sub-subsidiary section

Text

B.1.1.1 Sub-sub-subsidiary section

text

B.1.1.1.1 Sub-sub-sub-subsidiary section

text

Copyright © OASIS Open 2018. All Rights Reserved.

Appendix C. Revision History

Revision	Date	Editor	Changes Made
[Rev number]	[Rev Date]	[Modified By]	[Summary of Changes]

Copyright © OASIS Open 2018. All Rights Reserved.