Guidelines Overview

LiveRamp Onboarding Reseller client files must meet the following guidelines:

File Formatting Spec Requirements:

- Column-based files only
- PII-based data only (no online data files)
- No segment data fields (only identifier data fields)
- Allowed file formats are CSV, TSV, or TXT (do not upload Excel files)
- Name the file with the name of the segment you want to create (see below for guidelines)
- Files can be compressed and/or encrypted)
- Must contain the following PII identifier fields only (no segment data fields), with these exact headers in this exact order:
  - FIRSTNAME
  - LASTNAME
  - ADDRESS1
  - ADDRESS2
  - CITY
  - STATE
  - ZIP
  - EMAIL1
  - EMAIL2
  - EMAIL3
  - EMAIL4
  - PHONE1
  - PHONE2
- If you don't have data for a particular column, include the column and leave the cells empty

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Finalizing Files for Uploading

After you've made sure that the data are formatted correctly, finalize the file for uploading:

1. Name the file correctly (see below).
2. Compress the file (recommended but not required, see below).
3. Encrypt the file (if desired, see below).

Naming Files for Uploading

Make sure you understand the LiveRamp requirements and recommendations listed below, depending on whether you're uploading U.S. data files or EU data files.

File Naming Requirements for All Files

- File names **must not contain spaces or special characters** such as !, @, #, $, %, [,], :, {, }, ?, *, or \.
- File names **must not start with a dot character (.) or an underscore (_)**.
- File names **must use only ASCII characters**.
- Underscores (_) are permitted in file names, but **must not be the first character of the file name**.
- File names **must not be longer than 250 characters**.
- File names **must include the appropriate file extension** (for example, if sending a .csv file, make sure to name the file "[file name].csv").
- If you compress your file, **name the uncompressed version with the correct name and file extension** (when we uncompress your file, we use the uncompressed file name).

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Compressing Files for Uploading

LiveRamp can accept these file compression formats:

- gzip (.gz) (LiveRamp preferred compression type)
- **EU data files** can only use gzip.
- 7z (.7z)
- ZIP (.zip)
- tar (.tar.gz, .tar.lzma)

Encrypting Files for Uploading

Files containing *PII* (personally identifiable information) (or any files containing information that you consider confidential) should be encrypted before transferring to LiveRamp.

GPG/PGP-encrypted files using LiveRamp's public key can be automatically decrypted when automated ingestion is set up.

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Overview of Encryption Keys

A key always has two parts, a public key, which is widely distributed; and a private key, which is secret and remains only with the holder of the key.

PGP also has the notion of master and subkeys. Master keys can be used to create any number of subkeys, which are then tied to that master.

Master keys are considered to represent the overall "identity" of a person/entity; when you encrypt a message to someone for example, you use their master key as the recipient identifier.

Keys can be marked with various capabilities. They can be used to "sign" some piece of data (I can prove cryptographically that a message is from me), "encrypt" data (I encrypt data with a recipient's public key so that only the corresponding private key can decrypt it), or "certify" another key (I attest that another key does belong to the person who claims to own it).

In common practice, a person will generate one master key and subkeys for as many functions as required.

The subkeys are considered more ephemeral - the user may configure them to expire after some amount of time and then issue new ones, all tied to the same original master key (again, the master is a stable identity for that person).

Guidelines Overview

LiveRamp's Public Keys

In the public key file we share, there are two keys: a primary key and a subkey. Only the subkey is flagged to be used for encryption.

They are both RSA keys so technically they could both be used to encrypt, if the software tool that you are using is not respecting usage flags it might just select the first key with a supported encryption algorithm, and that would probably be the primary key since it shows up first in the file.

You will need to download LiveRamp's public key. Click [here](#) to download LiveRamp's current public encryption key, which was updated on January 24, 2023.