

***A's***

# **Implementing the New Industry Online Behavioral Advertising Program**

## The Initial Call to Action



## FTC...The First Response



*“These guidelines are a direct response to the call by the FTC. I commend the coalition’s efforts to bring together many diverse industry players to address privacy.”*

*Jon Leibowitz  
FTC Chairman*



# The Digital Advertising Alliance



[www.aboutads.info](http://www.aboutads.info)



## Current State of Play...



**Jon Leibowitz**

Chairman, Federal Trade Commission

## Do Not Track Proposals...

Microsoft



Mozilla



Google



Apple





**Senator John Kerry (D-MA)**



**Senator John McCain (R-AZ)**

Commercial Privacy  
*Bill of Rights*



# Overview of Industry Self-Regulatory Program



## Overview of Self-Regulatory Program

- Self-Regulatory Principles for Online Behavioral Advertising released July 2009
- Advertising Option Icon announced & registration begins October 4, 2010
- Consumer Choice page launched November 2010
- Coalition turns to operational implementation, outreach and education, and enforcement



## DAA Establishes 7 Self-Regulatory Principles

/// Education

/// Transparency

/// Consumer Control

*Advertiser  
involvement is  
greatest*

/// Data Security

/// Material Change to Existing OBA Policies & Practices

/// Sensitive Data

/// Accountability

## OBA Is Broad, Covering Many Strategies

“The practice of collecting data from a particular computer or device regarding Web viewing behaviors over time and across non-Affiliate Web sites for the purpose of using such data to **predict user preferences or interests to deliver advertising to that computer** or device based on the preferences or interests inferred from such Web viewing behaviors.”

### Not considered OBA:

- Data collection for research purposes
- Gathering of data for use on one's own site or affiliate sites
- Ad delivery (ad serving pixels)
- Ad reporting (Google Analytics)
- Contextual advertising

## Who Is Covered By The Program?

**First Parties:** Entities that own a Web site or have “Control” over the Web site with which the consumer interacts and its Affiliates.

- Web Site Publishers
- Web Site Operators

**Third Parties:** Entities that engage in OBA on a non-Affiliate’s Web site.

- Advertising networks
- Data Companies (Ad Exchanges and Data Aggregators)
- In some cases, Advertisers

**Service Providers:** Entities that collect / use data from all or substantially all URLs traversed by a web browser across Web sites for OBA. Service Providers may provide:

- Internet access
- Search capabilities
- Web tool bars
- Internet browsers
- Desktop applications
- Software, or other similar services

# Transparency And Control Come In The Form Of The Icon

## In Ad Notice




## Website Notice

PRODUCT REVIEWS	DEPARTMENTS	ZIFF DAVIS, INC.	CONNECT	ABOUT	PC MAGAZINE DIGITAL EDITION
<a href="#">Laptops</a> <a href="#">Desktops</a> <a href="#">Printers</a> <a href="#">Cell Phones</a> <a href="#">Cameras</a> <a href="#">HDTVs</a> <a href="#">Security</a> <a href="#">Software</a> <a href="#">Networking</a> <a href="#">All Reviews</a>	<a href="#">Editors' Choice</a> <a href="#">Downloads</a> <a href="#">Business</a> <a href="#">Shop &amp; Compare</a> <a href="#">Prices</a> <a href="#">News &amp; Opinion</a> <a href="#">How To &amp; Tips</a> <a href="#">Encyclopedia</a>	<a href="#">AppScout</a> <a href="#">ExtremeTech</a> <a href="#">Gearlog</a> <a href="#">PCMag.com</a> <a href="#">PCMag Mobile</a> <a href="#">TechSaver</a> <a href="#">Ziff Davis Corporate AdChoices</a>	<a href="#">Twitter (@pcmag)</a> <a href="#">Facebook</a> <a href="#">Digg</a> <a href="#">YouTube</a> <a href="#">Google Buzz</a> <a href="#">TweetMix</a>	<a href="#">Contact Us</a> <a href="#">Advertise</a> <a href="#">Link to Us</a> <a href="#">Editorial Calendar</a>  <a href="#">Newsletters</a> <a href="#">Site Map</a> <a href="#">RSS Feeds</a>	<a href="#">Subscribe</a> <a href="#">PC/Mac, Kindle, Nook, Sony Reader, iOS, Android</a> <a href="#">Customer Service</a>   <a href="#">Subscribe to PC Magazine Digital Edition for only \$1.50 Issue!</a>

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# User Experience


weather.com

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[+ Save a Location](#)

[TRUPOINT](#) Exact weather for any address or landmark in the U.S. [TRY IT](#)

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**SERIES PREMIERE**  
**THURSDAY 8/7c**



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[Tomorrow](#)
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[5-Day](#)
[10-Day](#)
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**Daily Details for**  
 Bronx, NY (10471)  
[English](#) | [Metric](#)

**Hourly Forecast** [more details](#)

6 am	9 am	12 pm	3 pm	6 pm	
					Additional Hourly Forecast Not Available.
38°F	38°F	39°F	46°F	45°F	
Feels Like 30°F	Feels Like 30°F	Feels Like 31°F	Feels Like 39°F	Feels Like 37°F	





## Advertiser Icon Implementation Options

- Advertiser controls the delivery of the icon by leveraging one of the three DAA approved vendors
- Advertiser works with Network/Publisher partners to ensure the icon is being displayed
- Advertiser hard codes the icon into the creative and builds the notice to link to the [www.aboutads.info](http://www.aboutads.info) opt-out page

## Advertiser Controls The Delivery Of The Icon By Leveraging An Approved Vendor

- Ability to brand the user experience and control the messaging the user sees and reads
- Allows the user to opt-out of multiple networks/technologies from that the advertiser uses from one screen



# Publisher/Network Controls The Delivery Of The Icon

- ✓ The publisher/ad network brands the experience NOT the advertiser
- ✓ User can only opt-out of that specific Publisher/Ad Network and then opt-out of other through [www.aboutads.info](http://www.aboutads.info) site



# Advertiser Builds Icon Into Creative

- Advertiser will also need to build the notice page informing users that data is being collected and used
- Advertiser will either need to build and facilitate an opt-out mechanism or provide a link to [www.aboutads.info](http://www.aboutads.info)



**P&G Consumer Privacy Statement**

Thank you for visiting Procter & Gamble (P&G). Three billion times a day, P&G brands touch the lives of people around the world. Our corporate tradition is rooted in the principles of personal integrity, respect for the individual, and doing what's right for the long-term. Trust is a cornerstone of our corporate mission. P&G is committed to maintaining your trust by protecting personal information we collect about you.

This Global Privacy Statement (Privacy Statement) describes the information that P&G (The Procter & Gamble Company and its affiliated companies and subsidiaries) collects about you; how we use and protect this information; and the choices you can make about how we use this information.

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- Information Transfer
- Children's Online Privacy
- Contact Us
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Our privacy practices are consistent with:

- The European Union Data Protection Directive and the U.S. Department of Commerce Safe Harbor Program Principles of notice, choice, onward transfer, security, data access, and enforcement.
- Fair information practices established by the Organization for Economic Co-operation and Development (OECD).
- The Asia-Pacific Economic Cooperation forum (APEC) Privacy Framework.
- Applicable country, national, state and local data protection laws.
- Some country laws require country specific information in a privacy statement. Please click to read that information for those countries:

Belgium	Canada	France	Greece	Hong Kong	Italy	Mexico
The Netherlands	Portugal	Spain				

**Information Covered by This Statement**

This Privacy Statement applies to information, including personal information, collected about you by P&G. Personal information is information, or a combination of pieces of information that could reasonably allow you to be identified.

Some P&G programs may contain links to non-P&G sites. We are not responsible for the privacy policies of those sites. We recommend you review the privacy policies of each site you visit.

**Cookies, Web Beacons and other Technologies**

**Cookies:** A cookie is a small file placed on your computer when you visit a site that can be understood by the site that issued the cookie. We use cookies to monitor how our sites are used and to help personalize your online experience. For example, when you register on our sites, we may store a unique code in a cookie on your computer. The next time you come back to the site from that computer, our servers use the cookie to recognize you. We can then use the information you provided when you registered combined with your activities on our sites to provide you advertising and offers of interest.

You can accept or decline cookies. Most browsers automatically accept cookies. To learn more about cookies, including how to refuse cookies on your computer, click these links:

- For Microsoft Internet Explorer: <http://www.microsoft.com/privacy/cookies.htm>
- For Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Options/preferences+privacy+panel>
- <http://www.allaboutcookies.org/cookies/>

**Web Beacons:** Web beacons are small bits of code embedded in web pages or in e-mails. We may use web beacons to deliver or communicate with cookies, to count users who have visited a web page, and to understand usage patterns. We also may include web beacons in e-mails to learn if messages have been opened, acted on, or forwarded.

You can disable the ability of Web beacons to capture information in this manner by declining cookies as described above.

**Other Technologies:** Examples of other technologies we may use to provide better service to you follow:

- Web Session Variation:** Information that is passed from one web URL to another as you browse.
- Browser plug-ins/add-ons:** Additional web components that may need to be installed to enable certain web features on our sites. You have the option not to install these components.

**Third-Party Advertising:** We may allow third parties, including business partners and ad networks, to display advertising on our sites. Some of these companies may place a cookie on your computer to recognize your computer each time they send you an online advertisement. This enables them to understand where you, or others who are using your computer, use their advertisements and deliver ads that they believe are of interest to you. We do not control these companies' use of cookies. Some of these companies are members of the Network Advertising Initiative (NAI), which offers a single location to opt out of their cookies. Please visit the Network Advertising Initiative's website at: [http://www.networkadvertising.org/optout\\_cookies.asp](http://www.networkadvertising.org/optout_cookies.asp)

**How we use Cookies, Web Beacons and other Technologies:** We use these technologies to provide you a richer and more personalized consumer experience. We do not store any of your personal information in cookies, web beacons or other technologies on your computer. For more detail see "How We Use This Information."

# **Roles & Responsibilities**

**Everyone needs to educate  
their clients and partners  
and encourage adoption of  
the self-regulatory program**

Entity	Roles & Responsibilities
Creative Agency	Ensure that a corner of the creative is free from any logos, calls to action or text. Icon can be hard coded into the creative but in most instances to date it is dynamically overlaid.
Media Agency	Determine which parts of the media plan are OBA. Include the delivery of the icon into the ad operations and trafficking process.
Agency + Technology	Determine which parts of the media plan are OBA. Include the delivery of the icon into the ad operations and trafficking process. Ensure that users have the ability to opt-out of your technology either through <a href="http://www.aboutads.info">www.aboutads.info</a> or one of the 3 approved vendors.
Advertisers	Enable the delivery of the icon by instructing the creative agencies to leave a corner of the creative open for the icon. Instruct the media agency to deliver the icon and own the user experience and messaging as to how consumers will interact with the icon and the brand.

## Approved Providers

- The Self-Regulatory Program recognizes companies providing services, technologies, and solutions to assist participating companies in compliance with the Principles
- These services are used to deliver the Advertising Option Icon, notice, and a link to a consumer choice mechanism
- Companies are not required to use the services of an approved provider, but may elect to do so as means to comply with Principles
- DoubleVerify, Evidon, and TRUSTe have been recognized as Approved Providers





# **Cost Implications**

## Cost Implications: 2 Main Costs

### ■ Icon License Fee

- \$5,000 fee paid to the Digital Advertising Alliance
- Fee is paid by the corporate entity and can be used across all brands, products and lines of business
- If an Agency has its own media technology and operates an opt-out there is an additional \$10,000 fee for being listed on the [www.aboutads.info](http://www.aboutads.info) opt-out page

### ■ CPM Fee

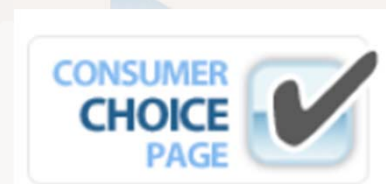
- 3 vendors are approved by the DAA to serve the icon
- Each one charges a CPM to enable the delivery of the icon and management of the opt-out process

# Enforcement: The Time is Now

## CBBB/DMA Enforcement Has Started

### What you need to do:

- /// License icon from DAA (aboutads.info)
- /// Networks, et. al. – get listed on DAA opt-out page
- /// Get icon on every OBA ad/page
- /// Deliver notice and choice through icon



- /// Compliance status letters being sent
- /// 4A's Members need to be in compliance now or have a plan for coming into compliance

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## Compliance Monitoring

- Monitoring Technology provided by Evidon
- Complaints from consumers, competitors, privacy advocates and academics
- Academic research

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## Accountability/Process...

- Notify covered business of inquiry
- Ask for evidence of compliance
- Review data
- Make compliance recommendations
- Issue public decision
- Refer instances of uncorrected non compliance, or refusals to participate in process, to appropriate government agencies

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## FTC's First Behavioral Ad Case – Chitika (03/14/11)

- Company alleged to have offered consumer an opt-out that expired after 10 days
- Covers data that can be associated with a Chitika user or user's device, including IP address

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## Chitika Opt-Out Settlement

Reporting to FTC for 20 years & requires

- Hyperlink in ads to opt-out
- Affirmative action by consumer before redirecting to third party site
- 5 year minimum period
- Opt-out of collection for the purpose of delivering targeted ads
- Disclose current status of opt-out
- Disclose choice specific to browser used



## Sources for Additional Information

- /// Digital Advertising Alliance

- /// [www.aboutads.info](http://www.aboutads.info)

- /// Approved Vendors

- /// [www.evidon.com](http://www.evidon.com)

- /// [www.truste.com](http://www.truste.com)

- /// [www.doubleverify.com](http://www.doubleverify.com)

- /// Accountability Mechanisms

- /// [www.bbb.org](http://www.bbb.org)

- /// [www.the-DMA.org](http://www.the-DMA.org)

# Questions

***A's***