

How to Implement the DAA Principles & YourAdChoices Icon

Mobile App Guidance for Publishers & Brands

The Interactive Advertising Bureau (IAB), in collaboration with other leading advertising industry associations, established a consumer-friendly program that develops and enforces principles for Interest-Based Advertising. That program is the Digital Advertising Alliance (DAA). This guidance document describes how first parties—mobile app operators and publishers—can implement these standards on their mobile apps. The DAA developed its self-regulatory principles for the collection and use of web viewing and app use data for Interest-Based Advertising and other purposes in the desktop and mobile web, as well as mobile apps, and in the course of engaging in cross-device linking. The DAA Principles center on providing consumers with enhanced transparency and consumer control. Enhanced transparency is achieved, in part, through the DAA's YourAdChoices Icon, which provides ready access to a disclosure describing data collection practices. Such a disclosure should also include the ability for consumers to exercise choice regarding that activity. Currently, hundreds of companies and thousands of brands participate in the DAA's YourAdChoices program and serves the YourAdChoices Icon a trillion of times a month globally. The DAA Principles have also been translated into 26 languages in 35 countries.

Implementing the DAA's YourAdChoices Program

1. Visit www.aboutads.info to self-certify that your company's data practices adhere to the DAA Principles and register to use the YourAdChoices Icon. Once the YourAdChoices Icon is licensed, the DAA provides companies with detailed use guidelines to help with uniform representation across various properties and channels.
2. Before Collection Notice: In your app's marketplace description provide a clear, meaningful, and prominent link titled, for example "YourAdChoices," that links to an Interest-Based Advertising disclosure and choice tool. Alternatively, provide a pop-up notice when your app is first opened, or before any app usage data is collected for Interest-Based Advertising purposes, that links to an Interest-Based Advertising disclosure and choice tool. These notices could, alternatively, individually list third parties engaged in data collection or use for Interest-Based Advertising purposes in the app instead of providing a link to a choice tool.
3. Ongoing Notice: In the app settings or privacy notice, place a clear, meaningful, and prominent link using the YourAdChoices Icon and your language, such as "YourAdChoices," that links to an Interest-Based Advertising disclosure and that either points to a choice mechanism or setting (see Choice Tools), or a page that lists third parties that are collecting or using data for Interest-Based Advertising in the app. For ongoing notice, the YourAdChoices Icon and link should be distinct from the link to your privacy policy and link directly to a disclosure statement. This statement may be provided:
 - a) Separate from your site's privacy policy; or
 - b) Included in your privacy policy provided that the link connects directly to the relevant section of the statement where the disclosure is located; and
 - c) The disclosure statement should state your adherence to the Principles.
 - d) The disclosure should link to www.youradchoices.com/appchoices (the mobile app where third parties are listed for the purpose of providing consumer choice), list third parties collecting or using data for Interest-Based Advertising in the app, or direct consumers to platform controls that apply to Interest-Based Advertising.

Mobile App Choice Tool

To exercise choice about the collection and use of app usage data on a mobile device, the DAA offers the AppChoices tool in the major app marketplaces. First parties can direct consumers to the DAA mobile app choice tool from the Interest-Based Advertising disclosure. Third-party companies can integrate into the AppChoices app to meet their consumer choice requirements for mobile apps. Learn more about AppChoices at www.youradchoices.com/appchoices.

What is Interest-Based Advertising?

Interest-Based Advertising is the practice of collecting web viewing behavior and mobile app use data from a particular computer or device over time and across non-affiliated websites or mobile apps for the purpose of inferring consumer preferences or interests to deliver advertising based on those inferred preferences or interests.

What is Interest-Based Advertising Not?

- Interest-Based Advertising does not include:
- Contextual advertising (advertising based on a consumer's current visit to an online property, a website or mobile app's content, or a search query)
 - A first party's own data collection and use
 - Ad delivery (delivery of an ad or ad-related services using ad-reporting data or reporting data not related to a user's preferences or
 - Ad reporting (the collection or use of information for statistical reporting, web analytics, and advertising metrics)

Compliance

- As an IAB member, you should be compliant if any of the following apply:
- Your company owns or operates mobile apps where data is collected by third parties for Interest-Based Advertising purposes
 - Third parties use Interest-Based Advertising to deliver ads to your mobile app(s)
 - App usage data is transferred to a third party for Interest-Based Advertising purposes

Provide Enhanced Notice

- As the operator of a mobile app where application use data is collected, used, or transferred by or to third parties for Interest-Based Advertising purposes, you should do the following:
- Provide a clear, prominent, and meaningful link to an Interest-Based Advertising disclosure before app usage data is collected from your app
 - Provide ongoing notice in your app settings or privacy section.

Credible Accountability

The DAA Principles are enforced by two accountability programs run by the Council of Better Business Bureaus (CBBB) and the Data & Marketing Association (DMA). These programs monitor the ecosystem and bring enforcement actions against non-complying companies. The programs have released more than 75 public enforcement actions to date. The accountability programs also work with companies to become compliant in a confidential manner.

Resources for Businesses

- DAA Principles: www.digitaladvertisingalliance.org/principles
- YourAdChoices Icon: You can apply for a license to use the YourAdChoices Icon at www.aboutads.info/participants/icon
- Enforcement Resources: You can review enforcement actions by the CBBB and DMA at www.asrcreviews.org/accountability-program-decisions and thedma.org/accountability/ethics-and-compliance