

How to Implement the DAA Principles & YourAdChoices Icon

Website & Mobile Web 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—website operators and publishers—can implement these standards on their web properties, including mobile web. 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. Place the YourAdChoices Icon and your preferred language (for example, YourAdChoices) in the footer of any webpage(s) of your website(s) where data is collected or used for Interest-Based Advertising purposes.

Here is an example of website notice in the footer of a webpage:

[Privacy](#) | [Terms of Use](#) |  [YourAdChoices](#)

3. To use the YourAdChoices Icon, a first-party must license its use from the DAA. Companies with multiple affiliates and brands can license the use of the YourAdChoices Icon once and use it on all affiliated web and mobile properties. Non-affiliated companies and other organizations may NOT use the YourAdChoices Icon to represent their adherence to the DAA Principles or that they have a license to use the Icon.

The YourAdChoices Icon should be distinct from the link to your privacy policy and link directly to a disclosure statement. This disclosure 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 DAA Principles.
- d) The disclosure should direct users by link to the Consumer Choice Page at www.aboutads.info/choices (the website where third parties are listed for the purpose of providing consumer choice), or list third parties collecting or using data for Interest-Based Advertising on the website.

Choice Tools

First parties can direct consumers to the DAA choice tools from their Interest-Based Advertising disclosure. The DAA offers choice tools to participants and consumers for desktop and mobile optimized web:

Desktop Web

The Consumer Choice Page (www.aboutads.info/choices) provides consumers with enhanced notice and choice for the companies listed in the choice tool that are engaged in data collection or use in their web browser for Interest-Based Advertising purposes. Third-party companies can integrate into this choice tool to meet their consumer choice requirements on the web.

Mobile-Optimized Web

On mobile devices, the Consumer Choice Page will render in a mobile-optimized format, allowing consumers to exercise choices on their mobile web browser.

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's 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:
- You own or operate a website where data is collected by third-parties for Interest-Based Advertising purposes
 - Third parties use Interest-Based Advertising data to deliver ads to your website
 - You transfer web viewing data to a third party for Interest-Based Advertising purposes

Provide Enhanced Notice

As the operator of a website where web viewing 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 in the footer of every webpage where Interest-Based Advertising data is collected, used, or transferred. The disclosure should link to a choice mechanism (such as DAA's Consumer Choice Page) that applies to Interest-Based Advertising.

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