iab.

SELF-REGULATORY PROGRAM FOR ONLINE BEHAVIORAL ADVERTISING FACTSHEET

Leading marketing and advertising industry associations have established consumer-friendly principles and enforcement standards and implemented a comprehensive self-regulatory program regarding online behavioral advertising (OBA).

This industry-wide effort to develop common practices for OBA activities across the Internet was led by a coalition of the nation's largest media and marketing trade associations, including the Association of National Advertisers (ANA), the American Association of Advertising Agencies (AAAA), the American Advertising Federation (AAF), the Direct Marketing Association (DMA), and the Interactive Advertising Bureau (IAB), and supported by the Council of Better Business Bureaus (CBBB). This unprecedented collaboration is in response to the Federal Trade Commission's call to the advertising and media industry to develop self-regulatory principles and practices for OBA.

In July 2009, the associations jointly released the Self-Regulatory Principles for Online Behavioral Advertising, which are intended to apply broadly to the diverse set of players who work interdependently to deliver relevant advertising intended to enrich the consumer online experience. Since then, industry-wide collaboration has continued on the development and launch of a self-regulatory program for OBA that will implement the principles, promoting enhanced transparency and choice and fostering compliance and accountability across the marketing and advertising community—and ultimately protecting this most vital segment of our economy.

THE SELF-REGULATORY PROGRAM FOR ONLINE BEHAVIORAL ADVERTISING INCLUDES SEVERAL IMPORTANT COMPONENTS:

Advertising Option Icon
The program promotes the use of an icon and accompanying language that should be displayed in or near online advertisements or on webpages where data is collected and used for OBA. The Advertising Option Icon indicates that the advertising is covered by the self-regulatory program and by clicking on the icon, consumers will gain access to a disclosure statement regarding data collection and use practices associated with the ad as well as an easy-to-use opt-out mechanism.

Consumer Choice Mechanism
This easy-to-use option gives consumers the ability to conveniently opt-out of some or all of the participating companies' online behavioral ads. Companies may now register at www.aboutads.info to participate in the industry-wide choice mechanism.

WHAT IS OBA?

Online behavioral advertising—sometimes called "interest-based advertising"—is the practice of collecting data from a particular computer or device regarding Internet-viewing behavior over time and across non-affiliate websites for the purpose of inferring user preferences or interests to later deliver advertising to that computer or device based on those inferred preferences or interests.

YOU SHOULD BE COMPLIANT IF EITHER OF THE FOLLOWING APPLY:

- You own or operate a website where data is collected by third-parties for OBA purposes

- Third-parties use OBA data to deliver ads to your website

OBA DOES NOT INCLUDE:

- Activities of first parties (website publishers/operators) that are limited to their own or affiliated sites

- Ad delivery (i.e., delivery of online advertisements or advertising-related services using ad reporting data not based on user preferences inferred from information collected over time and across non-affiliated websites)

- Ad reporting (i.e., the collection or use of information for statistical reporting, web analytics/analysis, and advertising metrics)

- Contextual advertising (i.e., advertising based on the content of the webpage being visited, a consumer's current visit to a webpage, or a search query)

Accountability and Enforcement
Both the CBBB and the DMA will be responsible for ensuring compliance and enforcement of the program. The CBBB and DMA will utilize a monitoring technology platform to foster accountability among participating companies with respect to the transparency and control requirements of the principles, as well as manage consumer complaints.

Educational Campaign
The trade associations will launch a broad-based educational campaign to build awareness around the program for both the business community and consumers.

HOW TO IMPLEMENT THE SELF-REGULATORY PRINCIPLES & PROGRAM

As the operator of a website where data is collected from or used on your website for OBA purposes by third-parties, you should provide the Advertising Option Icon and accompanying text (i.e., AdChoices). The Icon should appear on all webpages where data is collected or used for OBA purposes and the Icon should link to a disclosure which links to www.aboutads.info.

Step-By-Step Instructions
1. Visit aboutads.info to register to use the Icon and to obtain the creative guidelines for Icon usage and placement.

2. Place the Icon in the footer of any webpage(s) of your website(s) where data is collected or used for OBA purposes.

3. The Icon should be distinct from the link to your privacy policy and link directly to a disclosure statement. This statement may be provided:

—Separate from your site's privacy policy, or

—Included in your privacy policy provided that the link connects directly to the relevant section of the statement where the disclosure is located.

—The disclosure statement should describe the OBA practices occurring throughout your website and state your adherence to the Principles.

—The disclosure should direct users by link to www.aboutads.info (the website where third-parties are listed for the purpose of providing consumer choice).

To learn more, visit www.aboutads.info.

COLLISION PREVENTION GUIDELINES

The initial phase of the program's technical implementation does not yet include a communication mechanism (such as metadata) between multiple Advertising Option Icon serving entities. As a result, it's possible in some instances that an Advertising Option Icon (and the accompanying language) could be served more than once inside the same ad, resulting in a "collision"—multiple Advertising Option Icons served on top of each other or in different corners of the ad. This could impact both the ad creative and the consumer experience.

To help avoid this scenario, a technical working group supporting the program has proposed an interim implementation recommendation for 2011 deployment. This implementation recommendation addresses all the variable elements of the current creative guidelines. Such a uniform interim approach helps ensure that all Advertising Option Icons (and the accompanying language) served would overlay exactly on top of each other, thereby avoiding any "collision" scenarios.

While not mandatory, use of the interim implementation is strongly recommended for all entities deploying Advertising Option Icons in the 2011 timeframe. For the convenience of program participants, the assets that meet these criteria are available upon request.