

How to Implement the DAA Principles & YourAdChoices Icon

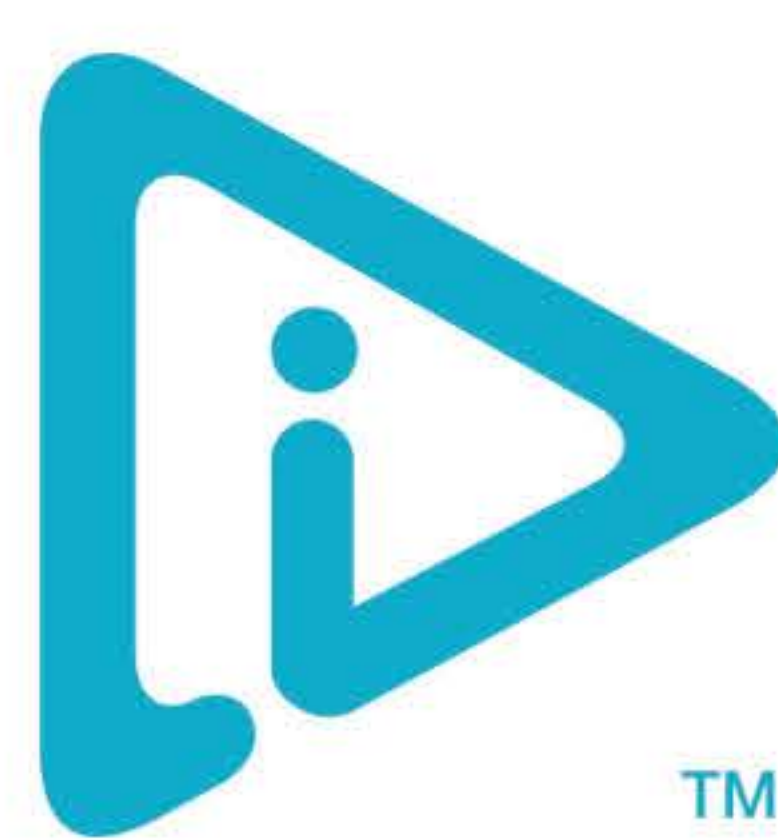
 Mobile App Guidance for Publishers & Brands

You Should Be Compliant If:

- 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

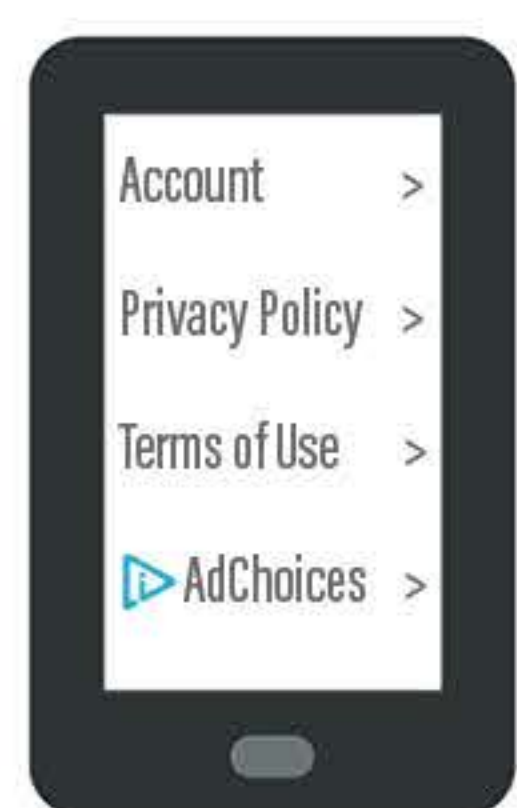
1 License the YourAdChoices Icon

To use the YourAdChoices Icon (commonly referred to as “AdChoices”), companies must license its use from the Digital Advertising Alliance (DAA), which includes self-certification of adherence to the DAA Principles. Companies with multiple affiliates and brands can license the use of the YourAdChoices Icon once and use it on all affiliated digital properties (website and mobile). Once the icon is licensed, the DAA provides detailed guidelines for implementation across website properties and mobile apps.



2 Provide Enhanced Notice & Disclosure

In your app’s marketplace description, provide a prominent link titled, for example, “YourAdChoices,” that links to an Interest-Based Advertising disclosure. This disclosure should include a link to a choice tool such as AppChoices and a statement of adherence to the DAA Principles. Alternatively, you can provide a notice when your app is first opened or before any app usage data is collected for Interest-Based Advertising purposes that links to the disclosure and choice tool. These notices can, 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.



In the app settings or privacy notice, also include a link, using the YourAdChoices Icon and language such as “YourAdChoices,” that links to the disclosure.

3 Direct Consumers to AppChoices

To exercise choice in the collection and use of app data, the DAA offers the AppChoices tool in the major app marketplaces. On mobile apps, the disclosure should include a link to www.youradchoices/appchoices.



The DAA Principles have been translated into 26 languages in 35 countries

What is Interest-Based Advertising?

Interest-Based Advertising is the practice of collecting website 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.

Interest-Based Advertising does not include:

- Contextual advertising (advertising based on a consumer’s search query or a current visit to a website or a mobile app)
- A publisher’s first-party data collection and use
- Ad delivery of an ad or ad-related services using ad-reporting data or reporting data not related to a user’s preferences
- Ad reporting (the collection or use of information for statistical reporting, web analytics, and advertising metrics)

Enforcement of the Principles

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 70 public enforcement actions.

100s of companies & 1000s of brands participate in the YourAdChoices Program

About the YourAdChoices Program

The DAA’s YourAdChoices Program establishes and enforces principles that center on providing consumers with enhanced transparency and control. The principles were developed for the collection and usage of data for Interest-Based Advertising on websites, mobile websites, and mobile apps, as well as data across devices. Enhanced transparency is partly achieved through the YourAdChoices Icon that provides the ability for consumers to access data collection disclosures and exercise their choice regarding Interest-Based Advertising.

RESOURCES FOR BUSINESSES
www.digitaladvertisingalliance.org

RESOURCES FOR CONSUMERS
www.youradchoices.com