The Digital Advertising Alliance (DAA) is an independent not-for-profit organization which establishes and enforces self-regulatory principles to protect consumer privacy and ensure transparency in interest-based advertising (IBA) in mobile applications.

You collect data from children under 13 through your app and transfer it to an unrelated company for IBA. In such cases, you should obtain a user’s consent prior to that activity and explain how to control the use of data.

### Precise Location Data

There are special requirements to obtain consent before data collection, especially for precise location data. If you collect location data, you must provide notice to the consumer about the collection and its purpose.

### HOW TO PROVIDE TRANSPARENCY

You provide transparency through informative disclosures and links to opt-out mechanisms. Enhanced notice should be linked directly to the consumer’s option to make choices, such as via the YourAdChoices icon.

### HOW TO PROVIDE CONSUMER CONTROL

You provide consumer control by giving them options to decide whether and to what extent they want to participate in IBA either by: selecting “Do Not Sell My Personal Information” in California, or opting out through a tool provided by the DAA.

### WEB BROWSERS

Web browsers have access to the same insight into and control over mobile advertising as they already enjoy in desktop advertising activities.

### MOBILE APPS

Because of these differences, the DAA issued the **Application of the DAA Principles in the Mobile Environment**. The DAA Principles apply industry-wide to all companies that engage in IBA.

### DAA SELF-REGULATORY PROGRAM

The DAA Principles are enforced by two independent accountability programs: the BBB and TRUSTe. The two programs support the work of the Digital Advertising Alliance through their enforcement actions against non-complying companies. The two programs have access to the same insight into and control over mobile advertising as they already enjoy in desktop advertising activities.

### CCPA APP GUIDANCE FOR PUBLISHERS

The California Consumer Privacy Act (CCPA) provides new consumer rights, enhanced notice, and accountability for businesses that collect, use, or transfer data for IBA from these sites and devices. By meeting the responsible data collection and management requirements, you ensure that you are in the best position to comply with the CCPA.

### OTHER RESOURCES

- **YourAdChoices**: A tool where a consumer may have the opportunity to opt out of the sale of personal information.
- **Enhanced Notice Placement & Flow**: A resource for publishers to understand how to provide enhanced notice.
- **APP GUIDANCE FOR PUBLISHERS**: Guidance for all companies to comply with the responsible data collection and management requirements.

### KEYS TO CONSUMER CONFIDENCE

- **Transparency**: Provide clear and prominent enhanced notice links
- **Consumer Control**: Allow consumers to make choices through easy-to-use tools
- **Safeguards**: Implement strong data protection measures

The DAA’s work is summarized in the DAA Casebook: Enforcement in Action. Their work is critical in safeguarding online privacy and promoting transparency in the digital advertising ecosystem.