Website & Mobile Web Guidance for First Parties
The Digital Advertising Alliance (DAA) Self-Regulatory Principles apply broadly to the diverse entities that work interdependently to deliver relevant advertising to enrich the consumer online experience.

**You Should Be Compliant If:**
- Your company maintains a website (desktop and/or mobile) where a Third Party collects web viewing data for interest-based advertising (IBA) purposes. Such web viewing data is known as Multi-Site Data (MSD)
- Third Parties use MSD to deliver IBA to your website(s)
- If your company collects web viewing and/or application use data from your website or mobile app and/or from non-affiliated websites or mobile apps for IBA purposes or share any such data with a Third Party for IBA purposes, you should review the Third-Party guidance documents to determine your compliance requirements

**What is Interest-Based Advertising (IBA)?**

IBA is the practice of collecting web viewing behavior and/or mobile app use data from a computer or device over time and across non-affiliated websites or mobile apps for the purpose of using such data to predict user preferences or interests to deliver advertising based on the preferences or interest inferred from such data.

IBA does not include:

- Contextual advertising (advertising based on a current visit to an online property, the website or mobile app’s content, or a search query)
- A First Party’s own data collection and use
- Ad delivery (delivery of content, an ad, or ad-related services using ad reporting data)
- Ad reporting (the collection or use of information for statistical reporting, web analytics, and advertising metrics)

**Provide Notice of IBA Practices**

When web viewing data is collected or used on your website for IBA, you should provide notice on your website (“Website Notice”) that either leads the DAA’s WebChoices industry choice tool or that lists any Third Party collecting Multi-Site Data from your website for IBA purposes, and that states your adherence to the DAA Principles.

You should provide a clear, meaningful, and prominent link on any page on your website where IBA data is collected or used. This “enhanced notice link” should go directly to the Website Notice. Enhanced notice can be provided through the DAA’s YourAdChoices Icon (which can be licensed from the DAA). Any enhanced notice link provided by you should be distinct from the link to your own privacy policy. If your Website Notice is contained in your website privacy
statement, your enhanced notice link should link directly to the relevant section of the statement where the disclosure is located.

**Credible Accountability**

The DAA Principles are enforced by two accountability programs run by the Council of Better Business Bureaus (BBB) 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 80 public enforcement actions. The accountability programs also work with companies to come into compliance.

**About the DAA**

The DAA establishes responsible privacy practices across industry for relevant digital advertising, providing consumers with enhanced transparency and control through multifaceted principles that apply to Multi-Site Data, Cross-App Data, Precise Location Data, and Personal Directory Data gathered in either desktop or mobile environments, including across associated devices. The DAA is an independent non-profit organization led by leading advertising and marketing trade associations.

**Founding Associations**

![Founding Associations Logos]