KEYS TO CONSUMER CONFIDENCE

Consumer confidence is built when companies reliably implement the DAA Principles. The DAA has a robust framework to encourage adherence and to give consumers confidence in the online advertising ecosystem.

More details on how to achieve these keys to consumer confidence are available here.

INTEREST-BASED ADVERTISING SECTION

Your AdChoices

Your AdChoices is a coalition of the leading national advertising and publishing organizations that have developed consumer choice frameworks that support consumers in controlling IBA.

Your AdChoices was founded with the goal of creating a harmonized approach to IBA that is fully compliant with law and protects consumer privacy. Your AdChoices is governed by the DAA.

Your AdChoices' consumer privacy principles are based on the DAA Principles and the guidelines for IBA in mobile applications.

Privacy Rights Info

Privacy Rights Info is a non-profit organization that provides education and advocacy for the protection of personal privacy rights. Privacy Rights Info offers free, comprehensive resources to help people protect their privacy online, including a consumer guide to online privacy.

About Political Ads

About Political Ads provides information about the advertising rules and regulations that govern political advertising. About Political Ads helps to ensure that political advertising is fair and accurate.

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