



PROTECTING ONLINE PRIVACY THROUGH ENHANCED CONSUMER CHOICE



# Website & Mobile Web Guidance for Third Parties



DIGITAL  
ADVERTISING  
ALLIANCE



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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 collects web viewing data across non-affiliated websites over time for interest-based advertising (IBA) purposes. Such web viewing data is known as Multi-Site Data (MSD)
- Your company shares web viewing data with non-affiliated companies for their or others' use in IBA
- Your company receives MSD from another party and uses it to engage in IBA
- If your company maintains a website or mobile app, you should review the First-Party guidance documents to determine your compliance requirements

### **What is Interest-Based Advertising?**

IBA is the practice of collecting web viewing behavior and/or mobile app use data from a particular 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 on Your Website**

Your company should provide notice of your data collection and use practices on your website. This notice should be clear, meaningful, and prominent and should describe the following:

- The types of data you collect, including any personally identifiable information, for IBA purposes
- The uses of such data, including whether it will be transferred to another unaffiliated entity for IBA purposes and whether data collected from that browser will be used on a browser or device associated with it or if data from those associated devices and browsers will be used on that browser for IBA purposes
- An easy-to-use way to exercise choice with respect to the collection and use of data for IBA purposes, or transfer of such data to other unaffiliated entities, for the browser on which choice is being exercised for IBA purposes

- The fact that choice will stop the collection and transfer of data from the browser for which or from which choice is exercised for IBA purposes on browsers or devices associated with that browser and the use of data from those associated browsers or devices for IBA purposes on the browser for which or from which choice is exercised
- The fact that you adhere to the DAA Principles

## Provide Enhanced Notice

In addition to the notice posted on your website, you should also provide enhanced notice wherever you collect or use data for IBA purposes. Enhanced notice can be provided through the DAA's YourAdChoices Icon  ([which can be licensed from the DAA](#)). The enhanced notice can be provided:

- In or around the advertisement, for example, via the YourAdChoices Icon overlay or
- With agreement by the website publisher (the First Party) in another place on the web page where IBA data is collected as long as it is clear, meaningful, and prominent.

Additionally, you can provide enhanced notice through participation in the industry-developed website (DAA's [WebChoices](#) tool) or by being individually listed in the First Party's notice. If you rely on either of these forms of enhanced notice, then you should work with the First Party to ensure that it provides the required clear, meaningful, and prominent First Party enhanced notice link on webpages where you collect or use data for IBA purposes. This link should be separate from the link to the First Party's privacy policy and be labeled "AdChoices" with the DAA Icon. This link typically appears in the footer of the First Party's website and should link directly to the specific section of the First Party's privacy policy or other notice that discusses IBA activity.

## Provide Choice

Your company should provide the ability to exercise choice with respect to your collection and use of data for IBA purposes and the sharing of this data with other unaffiliated entities for such purposes. Additionally, choice should stop the collection and transfer of data from the browser for which or from which choice is exercised for IBA purposes on browsers or devices associated with that browser, and the use of data from those associated browsers or devices for IBA purposes on the browser for which or from which choice is exercised. In any case, the choice mechanism should be easy to use and effective on a going forward basis. An example of a mechanism that would satisfy the choice requirement is one that allows a user to stop the collection and use of data for IBA purposes, such as a choice expressed via the DAA's WebChoices tool.

You can link to the DAA WebChoice tool from your IBA notice if you participate in those tools. The DAA offers two versions of WebChoices to participants for data collection on the web:

- Desktop Web: The WebChoices tool provides enhanced notice and control for the companies listed in the choice tool that are engaged in data collection or use in their

web browser for IBA purposes. Third Parties can integrate into this choice tool to meet their choice requirements on the web

- Mobile Optimized Web: On mobile devices, the WebChoices tool will render in a mobile optimized format allowing the exercise of choice on a mobile web browser

## 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

