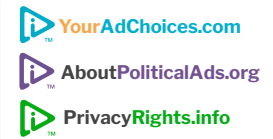


AdChoices Makes It Easy to Tell Your Brand's Privacy Story with One Icon

DIGITAL
ADVERTISING
ALLIANCE



TALK TO DAA
digitaladvertisingalliance.org

CONSUMER PRIVACY SIMPLIFIED

The privacy challenge has never been greater as rising consumer expectations, emerging technologies, and a fast-changing regulatory landscape have made it difficult for brands and publishers to correctly set and clearly explain their practices to customers and partners. The DAA's AdChoices program is designed to make the privacy process simple by providing brands and publishers with clear standards, intuitive and universally recognized tools, respected independent enforcement, and forward-looking technological integrations to meet their needs.

**ONE ICON, MANY
STORIES
MESSAGES
JOBS**



USED IN 37 COUNTRIES

More than 8 in 10 consumers know that the AdChoices icon stands for privacy and they trust it. The icon can be used on brands' and publishers' digital properties to provide consumers with information and choices about their digital advertising experience, including interest-based advertising.

BUILT ON FOUNDATIONAL SELF-REGULATORY PRINCIPLES

Central to the DAA's efforts are the DAA Self-Regulatory Principles which are enforced for all companies in digital advertising by independent third parties.

OFFERS A TRANSPARENCY ICON FOR POLITICAL ADS

If your properties deliver political advertising, make sure the candidate or buyer of a political ad is transparent to your site visitors. The easiest way to achieve that is by using the DAA Political Ads icon.

SIMPLIFIES CONTRACT COMPLIANCE

The DAA provides a wide range of tools and guidance to strengthen compliance with local, state, and regional regulations, including the CCPA Opt-Out Tool, Political Ad Icon, and other elements of the DAA self-regulatory program.

ALLOWS INTEGRATION WITH YOUR CMP

If your brand or publisher properties are using a consent management platform (CMP) to collect and manage consumers' personal information and user choices, ask your provider if it has integrated the AdChoices icon into its user flow. This is key to responsible advertising.

COVERS IBA DATA IN RETAIL NETWORKS

If your company utilizes a retail media network, that platform should review its practices to provide enhanced transparency and control to your consumers via the DAA's choice tools if it collects and uses data across sites, apps, or devices for the purposes of interest-based advertising.

INCLUDES IBA DATA IN CONTEXTUAL ADS

Contextual advertising that utilizes, includes, or captures interest-based data must provide consumers with transparent notice and choice if they intend to use that data for IBA.

UPDATED FOR NEW IDENTIFIERS

The DAA's Policy Framework for Addressable Media Identifiers (AMI) requires enhanced transparency and control for AMIs to consumers. The DAA offers a certification process to ensure brands and publishers can work with validated vendors.

REVISED FOR NEW TECHNOLOGIES

The principles and choice tools are regularly updated to address changing technologies and advertising business models.

EDUCATES CONSUMERS ABOUT IBA

The DAA offers two sites for consumer education. Please include them in your notices. YourAdChoices.com educates consumers about interest-based advertising and provides access to the DAA's three cross-device choice tools—YourAdChoices (Token Opt-Out Revocation), AppChoices, and WebChoices. AboutIdentifiers.org describes how brands use different identifiers to tailor relevant content for consumers in advertising.

COVERS IBA DATA USED IN CLEAN ROOMS

While clean rooms normally rely on aggregate data that are not unique to customers or devices, any such data is subject to DAA's Self-Regulatory Principles if there are prior or subsequent overlays or appends of any data collected for interest-based advertising purposes across sites, apps, or devices. In such cases, use the DAA tools to give your consumers transparency and control.

UPDATE YOUR STORY TODAY
digitaladvertisingalliance.org/getstarted