



November 2023

Data stewardship for interest-based advertising – and telling your organization’s privacy story to stakeholders – is an increasingly important part of your conversations with consumers. Since 2009, consumers have come to recognize the “AdChoices” icon as a means for always-on, real-time access to transparency and controls. And, as a way for companies to show their commitment to strong privacy principles.

In ads. In app settings. On footers. In policies – and wherever data collection for more relevant advertising is being used.

- Your continued participation in the AdChoices program – recertifying your adherence to [lauded](#) DAA Principles – commands business benefits that are real and go beyond mere legal mandates.
- The identifiers that brands and publishers use to enable targeted ads may change, the need to disclose and provide meaningful transparency and choice is ever-present, including all types of [Connected Devices](#). (It was here before the Internet and will remain for a long time to come.)
- More than 8 in 10 consumers recognize the AdChoices icon, and a large majority see it as a vehicle to privacy information.
- This is how a user-friendly conversation about privacy can start for your brand.

Regardless of the changes in the market and regulations, there are some privacy axioms which will continue to hold true. Show your consumers you take privacy seriously, in addition to telling them about it. Continue to let them know in real time about how much emphasis your brand puts on this increasingly important dialogue with your customers. Because, as precision and relevance continue to be paramount for your growth, so too, will your brand’s reputation on doing right by the consumer.

To meet the new changes in the market, the Digital Advertising Alliance (DAA) now offers consumers three tools to enable such controls, with our [Token-based ID choice tool](#) [ <https://youradchoices.com/token> ] – which will soon offer category-based opt-down options. Also, DAA is now tackling numerous innovations related to connected devices so transparency and control can be afforded uniformly on these digital ad platforms by responsible advertisers, publishers, agencies, and adtech companies. We are also enabling [Consent Management Platforms](#) to integrate with AdChoices controls to make good on the industry’s promise of cross-site choice – a hallmark of responsible digital advertising for more than a decade.

To support these initiatives for responsible advertising, to allow your brand to tell its privacy story more effectively in today’s channels and tomorrow’s media, for the first time in a decade as a not-for-profit organization, we need to increase the annual fee for AdChoices Certification, from \$8,000 to \$10,000, effectively January 1, 2024. All other DAA pricing arrangements will remain the same – for Political Ads platform and registry, for Principles Committee participation, Addressable Media Identifier certification, CMP Complement integration, and DAA choice tool integrations (YourAdChoices, AppChoices and WebChoices, and bundles).

As you can imagine, we take the efficient use of resources very seriously – this increase is the first since 2014. But it is essential as we continue our Principles development, industry education, consumer education and support for independent accountability, so vital to enabling advertisers, publishers, agencies and adtech to talk with consumers about privacy through the user-friendly AdChoices program.

Thank you for your company’s understanding and continued support of responsible digital advertising.

Regards,

A handwritten signature in black ink, appearing to read 'Lou Mastria', written in a cursive style.

Lou Mastria, CIPP, CISSP  
President and CEO  
Digital Advertising Alliance