VERSION 1.0 / 2024

AdChoices Icon & Ad Marker Implementation Supplement for Connected TV

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Introduction

The Digital Advertising Alliance (DAA) AdChoices Icon & Ad Marker provides consumers with access to enhanced transparency and choice for the collection and use of their data under the DAA Principles.

Under the direction of the DAA Board, the DAA Principles and Communications Committee, and through working groups which brought together expertise across the technological, creative, and operational aspects of ad delivery, the DAA has issued guidelines intended to promote a consistent consumer experience with the AdChoices Icon & Ad Marker. Among others, these include the YourAdChoices Icon & Ad Marker Creative Guidelines, the YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile, Political Ad Icon & Ad Marker Creative Guidelines and the YourAdChoices Icon & Ad Marker Creative Guidelines for Video. All of these guidelines provide best practices for implementation to assist marketplace participants.

Due to rapid and ongoing developments in the connected devices space, it is essential to develop consistency on how to inform consumers about responsible marketing practices, transparency in data handling, and control mechanisms related to Interest-Based Advertising ("**IBA**"). While the Best Practices for the Application of the DAA Self-Regulatory Principles of Transparency and Control to Connected Devices ("**DAA Connected Devices Best Practices**") is broader in scope, this supplement outlines how consumer expectations for enhanced transparency might be met by responsible companies in the growing connected TV ("**CTV**")/ streaming part of the connected devices sector.

The DAA fully expects it may revise these guidelines and expand the implementation options as innovations and as new approaches emerge for practical ways to provide enhanced transparency and consumer control in the connected devices space.

Scope

This document is relevant to, among others, the following groups in the CTV and streaming space:

- TV original equipment manufacturers (OEMs)
- Content distributors
- CTV applications
- SDK developers/publishers
- Programmatic suppliers to the CTV/streaming ecosystem

This document is intended to detail guidance for companies in the CTV and streaming ecosystem on how to provide enhanced transparency and control for Interest-Based Advertising consistent with the DAA Connected Devices Best Practices issued in June 2023. The overarching goal is to make transparency and control options both accessible and manageable for consumers, including through the use of the AdChoices Icon and industry-wide choice mechanisms. Access to real-time transparency and control mechanisms allows consumers to make informed decisions about data and preferences when it comes to Interest-Based Advertising.

The DAA recognizes that applying this framework to legacy technology may be challenging or impossible to do. Therefore, this document is intended to reflect privacy notice concepts for new and emerging devices and services in the CTV space and where technology permits.

The DAA recognizes that, in some cases, serving a directly clickable AdChoices Icon & Ad Marker is not always possible with video ads (e.g., some CTV ads).[1] This document has alternatives for when a directly clickable icon is not supported. The examples presented in this supplement are intended to help companies deliver a consistent consumer experience.

[1] *For example, video ads in VAST 2.0 format do not natively support the inclusion of a clickable Icon & Ad Marker. VAST 3.0+ does support the clickable Icon & Ad Marker.*

When serving a directly clickable AdChoices Icon & Ad Marker, participating companies may leverage the examples in this supplement and/or the guidance in the DAA's YourAdChoices Icon & Ad Marker Creative Guidelines for Video, as appropriate. The protocols and processes within this supplement should be read in conjunction with the DAA's previously issued guidelines; if an issue is not addressed here, it may already have been covered by the DAA's existing guidelines.

If organizations are reviewing mobile app-based implementations, the DAA recommends reviewing and adapting recommendations from the YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile, as well as any relevant instructions from this supplement and guidelines for video.

First Party Recommendations

- Provide clear, meaningful and prominent notice where data is collected or used for IBA.
- Use the AdChoices Icon.
- Notices should take visitors directly to the IBA section of your privacy policy or related disclosures.
- Disclosures should include explanations of how the consumer can exercise choice, including access to industry tools.

Third Party Recommendations

- Provide clear, meaningful and prominent notice where data is collected or used for IBA.
- Use the AdChoices Icon
- Notices should take visitors directly to the IBA section of your privacy policy or related disclosures.
- If relying on First Party notices, ensure your organization is listed/indicated as a partner for notice and choice.
- Offer the ability to exercise choice, such as participation and access to industry tools.

A Note About Definitions

Select definitions can be found at the end of this document. Ensure to read the complete defintions provided in the DAA's Self-Regulatory Principles for Online Behavioral Advertising and the DAA Connected Devices Best Practices.

AdChoices Icon & Ad Marker

AdChoices notices can feature the AdChoices Icon on its own and/or alongside text (e.g., the word "AdChoices"). For the latter, this is considered the "Ad Marker" as it uses the AdChoices Icon beside approved text as a mark for ads.

For more information about the approved text, please view the existing YourAdChoices Icon & Ad Marker Creative Guidelines.

When to Use These Guidelines

This document is intended to provide guidance for ads, apps, and CTV/streaming experiences in which an entity that collects and/or uses Connected Device Data is seeking to provide a user with enhanced transparency consistent with the DAA Principles and DAA Connected Devices Best Practices.

Ads shown on CTV and/or streaming services come in various formats. At the time of the release of this supplement, the primary advertising driver is connected TVs/streaming utilizing video and display formats. However, the DAA's Creative Specifications Implementation Working Group has considered other formats, including audio and household devices, which may borrow from this supplement until and if the DAA releases more specific protocols for those media.

Use Cases

As defined in the DAA Connected Devices Best Practices, "Connected Device" means a device that connects to the Internet and is used for personal household purposes.[2] This definition can include smart home devices like doorbells, refrigerators, thermostats or security cameras, wearable technology like fitness trackers, smart TVs, and more.

Information collected from connected devices, such as browsing history, usage patterns, location data, and preferences, can be used to predict consumer preferences. Advertisers use this data to help tailor ads to consumers' inferred interests and behaviors. By leveraging the AdChoices Icon, advertisers and others in the connected device ecosystem can create real-time awareness for consumers, note that the company is adhering to best practices[3], and provide access to controls.

The use cases to which this supplement may apply include, but are not limited to, in-ad formats (e.g., display or video on CTV and streaming environments) and other formats, such as audio and display on non-traditional digital screens. As this is a nascent and growing area of advertising, this guidance has only a snapshot of possible ad unit types and framework recommendations for how AdChoices could be incorporated.

Taking into account the implementation framework proposed in this guidance, participating companies can integrate appropriate AdChoices consumer experiences.

A Note to Manufacturers (OEMs)

All parties in the Interest-Based Advertising ecosystem have a role in promoting a routine and reliable transparency and control experience for consumers who want answers to questions such as "Why this Ad?" and "What can I do about it?".

This includes First Parties and Third Parties working together. In addition to screen-level notices, notice and choice may be offered within instruction manuals, such as physical or digital pamphlets, and in other creative ways when a device is unboxed.

Another recommendation is to standardize, or reserve, the phrase "AdChoices" as a prompt for voice commands on OEM remote controls. This prompt would bring the consumer to specific information about Interest-Based Advertising and any links or interactive elements related to controls as determined by the OEM when developing the remote control's settings.

IAB Guidance & VAST Adoption

IAB Tech Lab's Ad Format Guidelines for Digital Video and CTV are integral for companies to understand and implement CTV/streaming ad units. Please reference this document if engaging with the CTV/streaming ecosystem is new to your organization.

Additionally, the DAA encourages wide adoption of the <icon> parameters defined under the IAB's Digital Video Ad Serving Template 3.0 and up. This implementation is necessary to have icon delivery support on video ads (both in streaming and non-streaming players).

[2]*The definition does not include mobile devices and web browsers to the extent that these channels are already addressed by prior DAA Principles and Guidance. See Scope section.*

[3]*The DAA acknowledges that several of its tools may also assist companies in aligning with multiple privacy laws.*

Implementation Framework

The following implementation framework is purposefully flexible to account for the various types of connected devices and streaming services that may facilitate Interest-Based Advertising.

This framework includes recommended elements, which can be used singly or in combinations to achieve clear, meaningful, and prominent consumer disclosures with AdChoices calls-to-action and/or links outside of the privacy policy.

The framework elements are in four main categories of implementations, which can be used individually or in combination:

- Always-Available Settings,
- Ad-Level,
- At-Time, and
- Asynchronous

Always-Available Settings:

1. Mobile App Settings
2. On-Device CTV Settings

Ad-Level Implementations:

1. Player Bar
2. In/Near Ad

At-Time Implementations:

1. Voice Control
2. QR Code
3. Periodic Notice

Asynchronous Implementations:

1. Initial Notice (Unboxing/Set Up)
2. Audio
3. CMP-Supported Notice

Important considerations for this framework:

A. Ad-level and at-time scenarios detailed in this supplement should be clear, meaningful and prominent and provide adequate dwell time for the consumer to act.

B. There are effectively two paths described in this framework:
   1. Where the AdChoices Icon is directly interactable (e.g., remote control, mouse, finger, etc.), or,
   2. Where the AdChoices Icon is visually present, but technology and/or user interface do not permit ready interaction (e.g., player bar).

C. Interactivity will often involve using non-universal remote controls or human touch. Therefore, companies are asked to keep interactivity as simple and intuitive as practical given these limitations.

This document presents various potential approaches. These different approaches can be merged to ensure sufficient notice and choice and to tackle existing technological limitations and user interface challenges. The approaches are designed to be responsive in scenarios where the AdChoices Icon & Ad Marker can be interacted with directly, and in scenarios where they cannot.

Always-Available Settings

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1. Mobile App Settings

Use the AdChoices Icon & Ad Marker in mobile apps to give consumers a well-known visual cue (with a link) to optimize the effectiveness of your enhanced notice and guide consumers to ways to exercise their choices.

Inside the app, provide the consumer with a clear and prominent enhanced notice link that includes the AdChoices Icon and accompanying text such as "AdChoices."

The enhanced notice link should take the consumer directly to the notice section within the privacy policy and/or any other place where related disclosures and control options are provided.

This approach was previously recommended by DAA in its YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile.

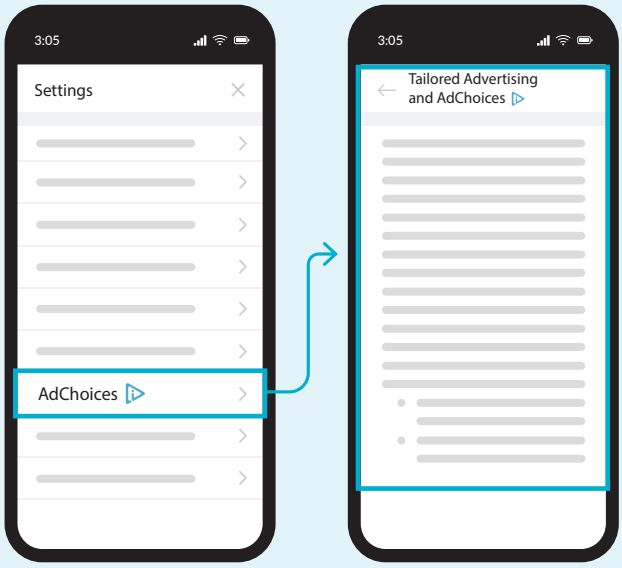

Figure 1 *An example of mobile app settings, where AdChoices is an option. When tapped, information about Interest-Based Advertising and AdChoices is available.*

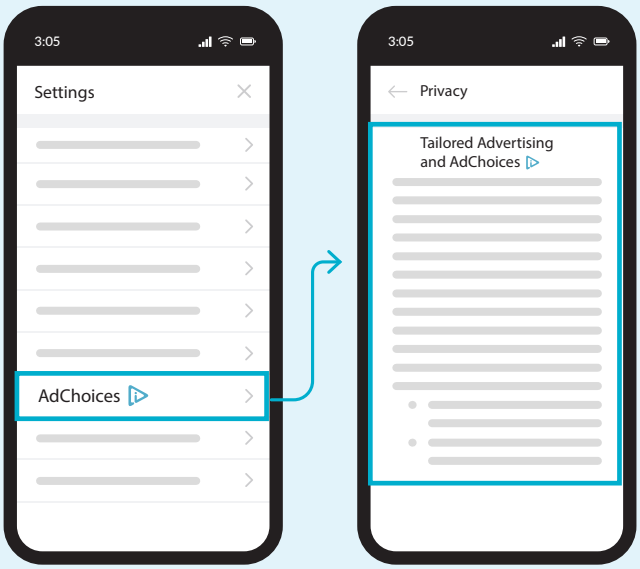

Figure 2 *Another example of mobile app settings, where AdChoices is an option within the privacy section. When tapped, information about Interest-Based Advertising and AdChoices is available.*

2. On-Device CTV Settings

There are two use cases here:

1. When the viewer navigates themselves, and,
2. When the viewer is transported to, for example, the streaming distributor's settings/privacy notice.

In both cases, the below example would provide enhanced transparency and control in this context. Therefore, the same user interface could address both use cases.

Once at the below interface, clicking on the AdChoices Icon reveals information about, for example, the streaming/distributor's collection and use of data for Interest-Based Advertising on a device on which the viewer is consuming content.

On-device setting instructions can leverage the pre-existing streaming/distributor/OEM (etc.) privacy policy copy, or it can be copy developed just for this interface. (The navigation element and copy below are meant solely as demonstrations; please use copy and text appropriate to your organization.)

The use of an AdChoices QR code (see the QR Code Section for more info) may also be leveraged in this use case. When scanned by a smartphone or tablet, the code brings the consumer to information and control for Interest-Based Advertising.

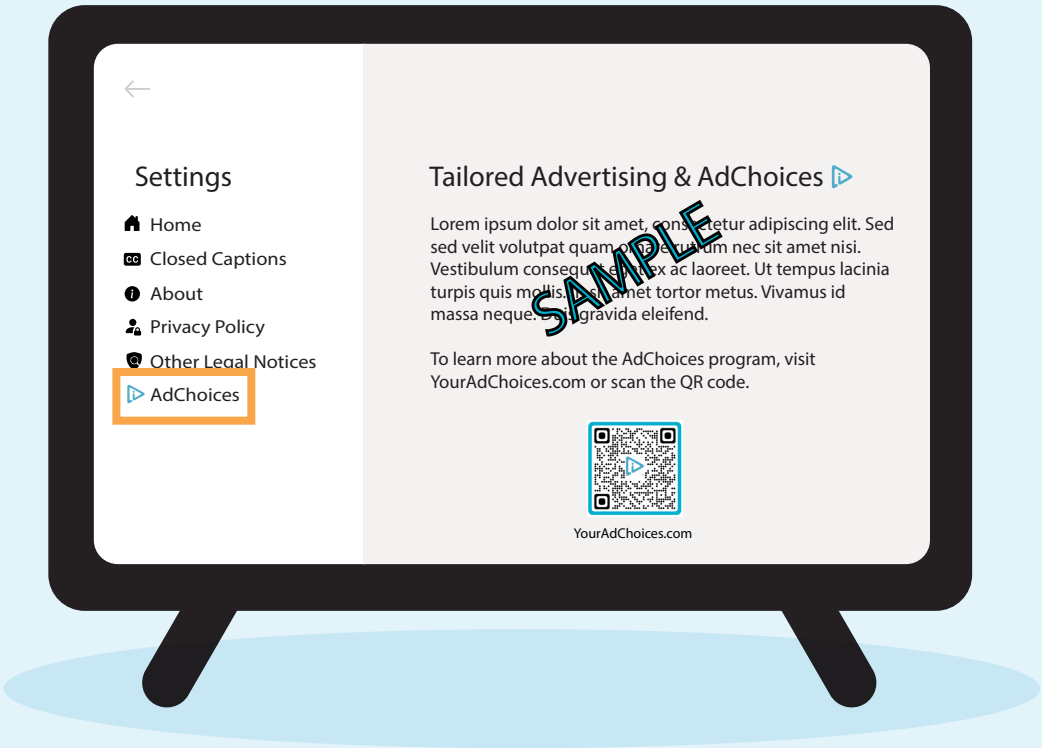

Figure 3 *An example of on-device settings that describe Interest-Based Advertising and AdChoices. Sample text would be replaced by your organization's information related to the tailoring of advertisements.*

Ad-Level Implementations

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1. Player Bar

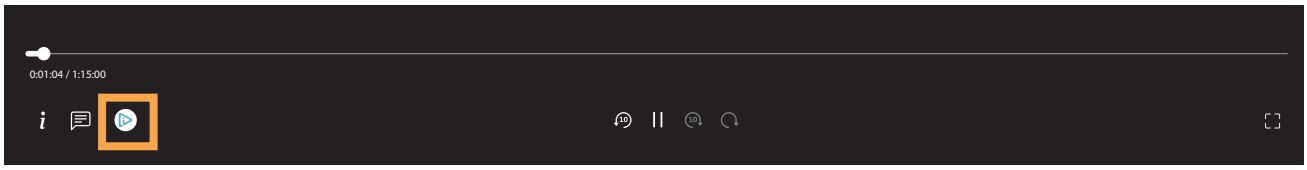

Figure 4 - Player Bar Mock-Up
An example of the AdChoices icon available for interaction in a player bar.

This use case focuses on scenarios where the ability to display the AdChoices Icon and marker in the ad cannot be accomplished or where the AdChoices Icon in/near the ad is not directly interactable (see In/Near Ad Section for details).

For companies not on the latest version of VAST, or who cannot otherwise display an interactable AdChoices Icon inside or near an ad, a way to provide viewers access to the AdChoices Icon could be to display the icon in the scrub bar or player bar (where play controls are). If the icon is clicked inside the player bar using the remote control, the AdChoices Icon could link to the section of the privacy policy related to Interest-Based Advertising of the streamer in real time.

The content distributor may persistently display the AdChoices Icon in the player bar, thus the viewer is offered an opportunity to access the distributor's privacy settings directly (see Player Bar Mock User Flow 1).

In this use case, the user can click the remote control and call up the player bar when an ad may or may not be playing.

The player bar appears on the screen with the AdChoices Icon visible. The user navigates to the icon in the player bar with the remote control. If technically feasible, a pop-up may appear over/near the AdChoices Icon with a short AdChoices message (e.g., "Ads are based on your interests. Learn more."). Upon selecting the AdChoices Icon or the pop-up message, the consumer should be sent to the streaming company's Interest-Based Advertising Notice.

When the user clicks on the icon with the remote control, the current streaming content is paused or continues to run in the background, depending on the platform design. The consumer clicks back on the remote control (e.g., "back" button) to resume the previous streaming content.

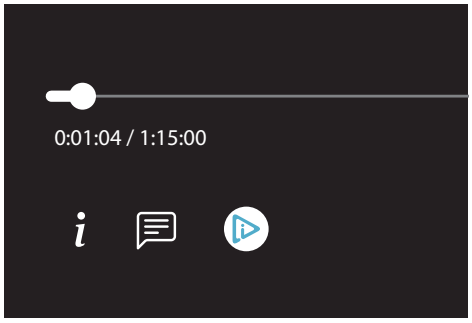

Figure 5 - Player Bar Mock-Up Detail
A larger example of the AdChoices Icon within the player bar.

If the app/OEM/service has access to a browser, it can send the consumer to a notice hosted on the web. Otherwise, we encourage an interface to be surfaced via a dialog box within the platform your company is using or make the icon clickable to the settings of the app the consumer is on.

Here are some sample mock-ups that companies may use for directional guidance in cases where a dialog box is an available feature in the streamer, app or OEM interface.

While they anticipate a dialog box, it is important to point out that if that feature is not technically available, proceeding directly from Player Bar User Flow 1 to Player Bar User Flow 3 can support enhanced notice and control.

To see more details of the user flows indicated below, please review the next page for mock user flows.

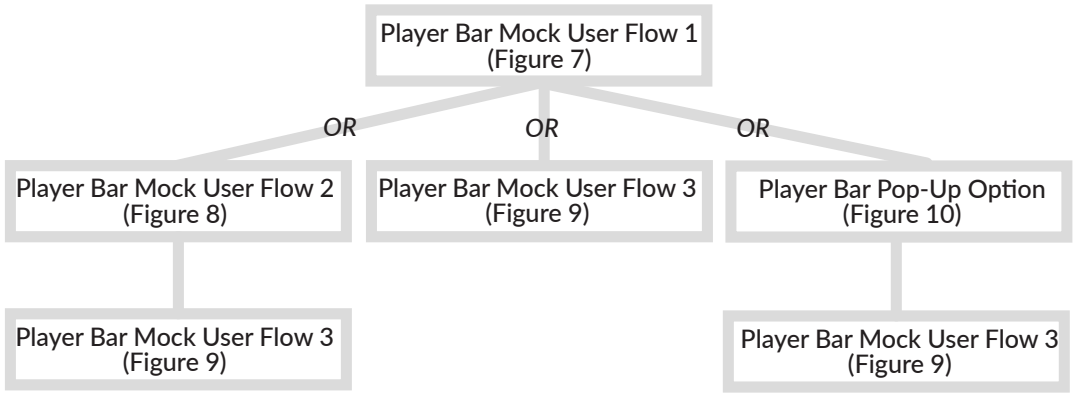

Figure 6 - Explainer Chart of Different Player Bar User Flows
This figure anticipates three possible paths for companies to adopt. Mock-ups for these user flows are on the following page.

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Figure 7 - Player Bar Mock User Flow 1

This mockup represents what the viewer would see upon clicking the OK/Select button on any remote control. This view could be offered either a) during tailored ads, b) during commercial breaks, or c) be persistent such that it would be available at any time the OK/Select button was pressed.

Figure 8 - Player Bar Mock User Flow 2

This mockup represents what the viewer would see upon clicking the OK/Select button on any remote control while the AdChoices Icon is selected inside the player bar, if a dialog box option is technically feasible within the relevant streaming service/app/OEM operating system.

Figure 9 - Player Bar Mock User Flow 3

This mockup represents what the viewer would see upon clicking the OK/Select button on any remote control when/if an AdChoices Icon (as in Player Bar Mock User Flow 1) or dialog box is made available within the relevant streaming service/OEM/app operating system (as in Player Bar Mock User Flow 2). In this example, the user is brought or pointed to the streamer/app/OEM settings, which has a dedicated AdChoices section separate from the privacy policy.

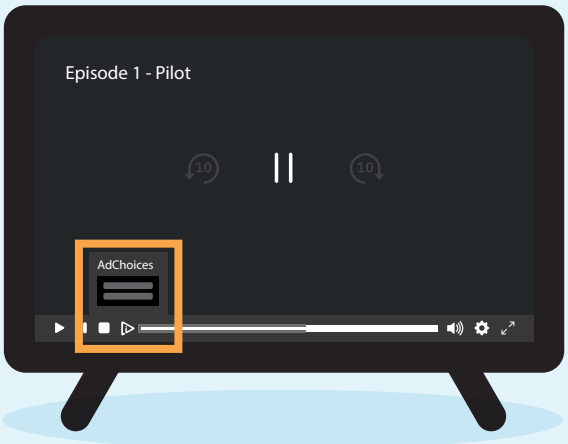


Figure 10 - Player Bar Pop-Up Option

This is an alternative example of an AdChoices notice displayed from a player bar on a connected TV. The content is paused while the notice about Interest-Based Advertising/AdChoices is shown for the user to read as a pop-up in/near the player bar. The consumer can then choose to navigate to the app/streamer/OEM's settings area for more information. This layered notice is a user-experience suggestion and is not required for organizations to build out.

2. In/Near Ad

Similar to how the AdChoices notice is featured on the web and inside mobile apps today, in-ad notices on display ads can continue on connected TVs and/or streaming services - thus providing consumers with familiar privacy-enhancing interfaces.

The DAA recommends using the AdChoices Icon in the ad as a call-to-action element, whereby clicking the OK/Select button on the remote or other similar interface, the user is presented with a directly interactable button either in the main screen, if supported, or in the player bar (please refer to the Player Bar Implementations section for more information). This notice can also be featured outside/near the ad unit, such as a companion notice or a notice within a wrapper which contains both the advertisement and the notice.

Due to technological constraints, there are two possible use cases for in/near ads. Use either path that is technically available to you:

User Flow A: In which case, the AdChoices Icon in/near the advertisement is *not* directly interactable,
and/or
User Flow B: In this case, the AdChoices Icon in/near the advertisement *is* directly interactable.

The DAA recommends displaying the AdChoices Icon & Ad Marker for the duration of the ad's appearance for in/near ad implementation - similar to familiar web and app experiences.

In **User Flow A**: The DAA recommends considering the visual AdChoices Icon in the advertisement as a call to action element solely. The icon in/near the advertisement alerts consumers to more options/ information, and clicking the OK/Select button on the remote control displays the player bar with another AdChoices Icon with which the viewer can interact (bringing the viewer to, for example, the Always-Available Settings or Player Bar User Flows, as described elsewhere).

In **User Flow B**: The viewer can directly interact with the AdChoices Icon in/near the advertisement by using the remote control or other interface. By clicking on the AdChoices Icon, the user is presented with either an option to learn more about the tailoring of ads or an IBA notice.

User Flow A or B can present the viewer with information and controls related to the streamer/ distributor/OEM or other relevant party.

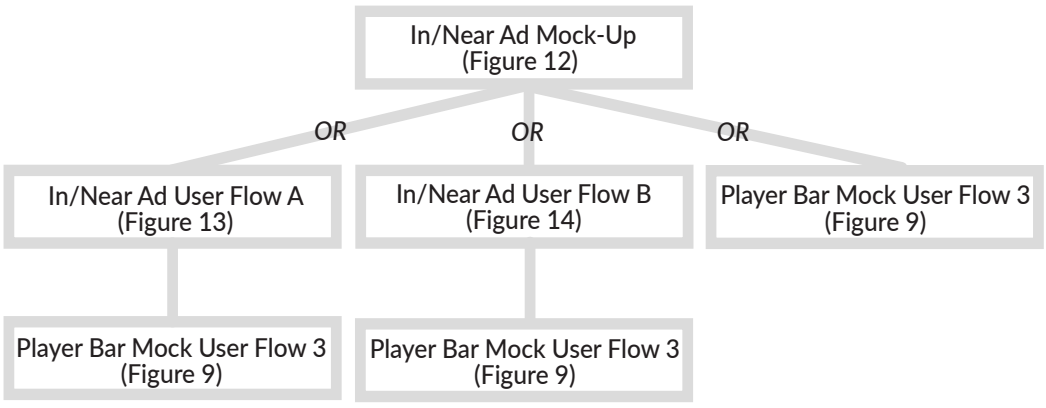


Figure 11 - Explainer Chart of Different In-Ad User Flows
This explainer chart displays the various in/near ad user flows that the DAA recommends. Mock-ups for these user flows are on the following page.

Figure 12 - In/Near Ad Mockup *In the example above, the AdChoices Icon & Ad Marker are inside the ad. This acts as a call-to-action whereby a user is reminded that by clicking OK/Select, the player bar opens.*

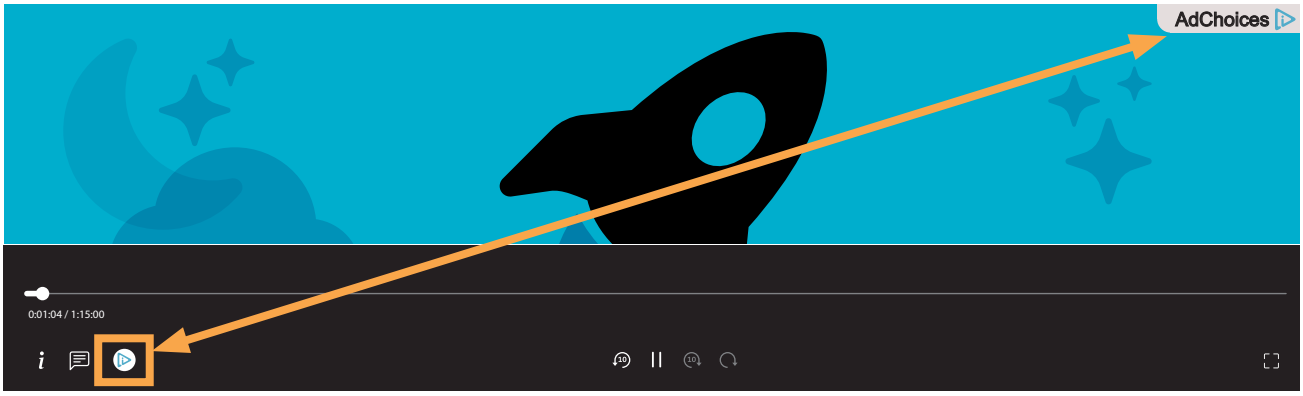


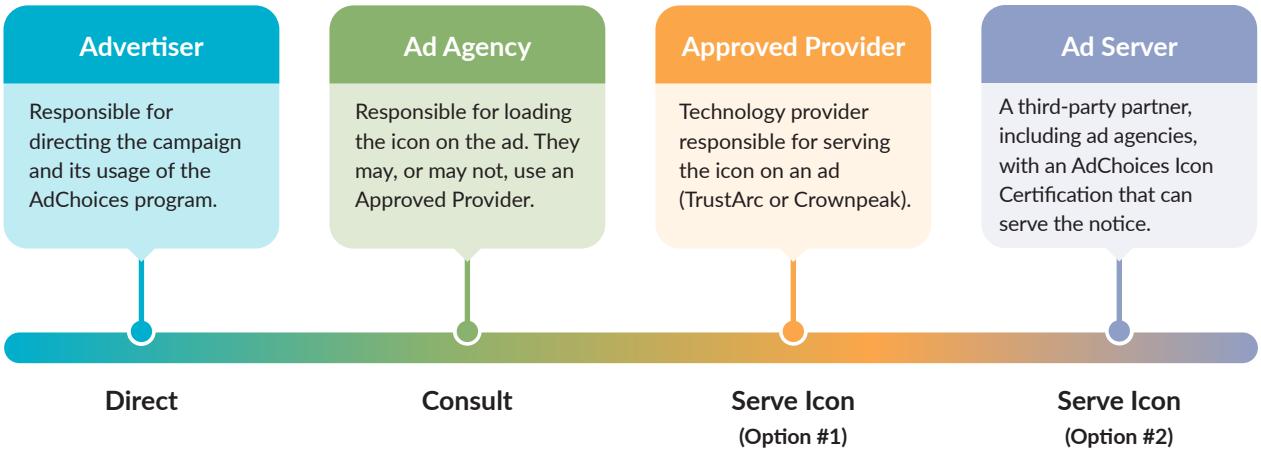
Figure 13 - In/Near Ad User Flow A *The user can click OK/Select with a remote control to interact with the AdChoices Icon in the player bar. Once in the player bar, please reference the recommended user flows under the Player Bar section.*

Figure 14 - In/Near Ad User Flow B *In the example above, the AdChoices Icon & Ad Marker are directly interactable and leads to a pop-up notice inside the ad with links/pointers to the privacy policy and, ideally, also to the tools provided at YourAdChoices.com.*

Who Serves the Icon?

Ad creative can be marked with AdChoices by the brand, the agency, an approved provider, the ad server, or others to indicate that the ad supports the AdChoices program.

The AdChoices Icon can appear in the ad's top right corner or other placements, similar to the DAA's existing YourAdChoices Icon & Ad Marker Creative Guidelines.



N.B. It is important to point out that advertisers may need or want to display privacy information in their own brand voice. Where the technology permits and where the brand seeks to fashion its communication about privacy with consumers, streamers/OEMs/distributors/others can provide such an option. In this instance, the brand would determine the branding, copy, and other elements of an IBA notice similar in function to the examples in the Always-Available Section or the Player Bar User Flows. The Approved Provider, ad server, OEM, distributor, streamer or other party would work to display the advertiser-requested information.

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At-Time Implementations

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1. Voice Control

For platforms that can program voice control, the DAA recommends standardizing, or reserving, the key phrase "AdChoices" as a prompt for voice commands on OEM remote controls and/or services/apps that also provide voice control functionality.

In this context, we recommend that "**AdChoices**" be a reserved command to jump to the entity's (e.g., streamer or OEM's) Interest-Based Advertising Notice. The voice search result should be relevant to the consumer's interaction.

The scope of this feature should be limited to results related to AdChoices and/or privacy information and settings. Other results should not be displayed when using the term "AdChoices."

Voice search could bring viewer-specific information about Interest-Based Advertising from the app/streamer/OEM /etc. via remote control voice search, and any links or interactive elements related to IBA and controls should then be displayed on the screen. If the app/streamer has either its own access to voice search or voice search through an integration with an OEM or other party, the voice search can bring the consumer to the appropriate Interest-Based Advertising Notice for the streamer.

Where there is no voice search integration with the app/streamer, the default could be the OEM's Interest-Based Advertising Notice or a generic AdChoices informational page (see Figure 15 example).

For apps/streamers/OEMs that do not want to use a generic AdChoices screen, see Figure 3 (repeated) as an example of what can be used.

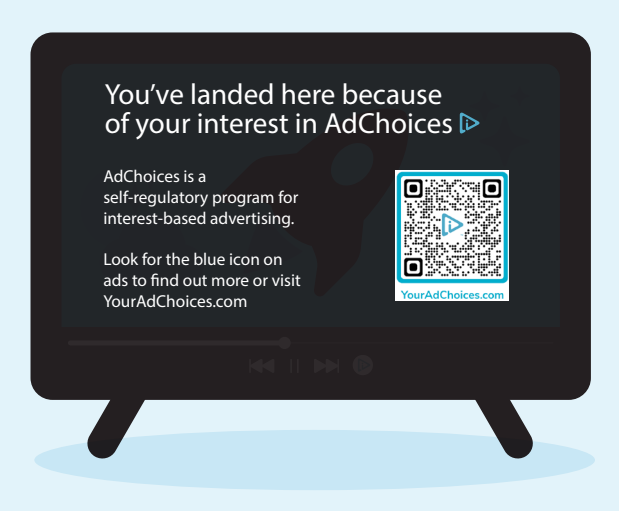

Figure 15 - Generic AdChoices Page

An example of a generic informational page that briefly describes AdChoices and where to go to find out more information.

Figure 3 (repeated) - On-Device Settings

An example of on-device settings that describe Interest-Based Advertising and AdChoices. Sample text would be replaced by your organization's information related to the tailoring of advertisements.

2. QR Code

Viewers may be directed to AdChoices information via a Quick Response (QR) code or link to the section of an entity's privacy notice related to Interest-Based Advertising. This QR code may be displayed on the ad, in settings, as a periodic notice, or in other locations as appropriate. Advertisers, publishers, streamers, service providers and manufacturers can present an AdChoices-specific QR code as an acceptable method to convey access to transparency (notice and enhanced notice) and industry-administered consumer control (choice) mechanisms.

DAA has provided a generic QR code which companies can use to point consumers to the industry YourAdChoices.com site (see Figure 16 at right). Ask the DAA for a customized QR code to use for your company.

Figure 16 - AdChoices QR Code
This QR code can be used to bring users to the YourAdChoices.com website. The DAA can provide licensed organizations with a customized QR code.

QR Code Positionin on Ads

The positioning of the QR code on or near an ad should ideally be placed on the bottom right, but it can be moved to any location within the ad.

The QR code should be at least 10% of the ad's size.

The DAA AdChoices QR Code

The AdChoices QR Code in Figure 16 has the AdChoices Icon embedded in the middle of the QR image. The DAA recommends using the **YourAdChoices.com** URL as a frame text element to reduce the risk of consumers being sent to unauthorized websites.

Figure 17 - AdChoices QR Code User Flow
An example of the ideal user flow for an AdChoices QR code. The Interest-Based Advertising Notice displays on the device that was used to scan the QR code.

Company-Specific QR Codes

The QR code should send consumers to the participating company's Interest-Based Advertising Notice. If there are QR code conflicts within an ad, the default should be the advertiser's QR code. Care should be taken not to simultaneously show the AdChoices QR code too near to any other QR code on the screen.

Further details on assembling the approved QR code Marker can be found in the Appendix.

3. Periodic Notice

The AdChoices Icon & Ad Marker can be displayed as a periodic notice to consumers outside of ad units.

This periodic notice could be displayed as a pop-up, alert, as well as in settings areas or other privacy-related notices available on the app/platform.

The entity (for example, the streamer or OEM) that provides the periodic notice is the entity that provides the Interest-Based Advertising Notice.

If the streamer supplies the periodic notice, the notice will bring the consumer to the streamer's Interest-Based Advertising Notice. Similarly, if the OEM provides the periodic notice, the consumer should be sent to the OEM's Interest-Based Advertising Notice.

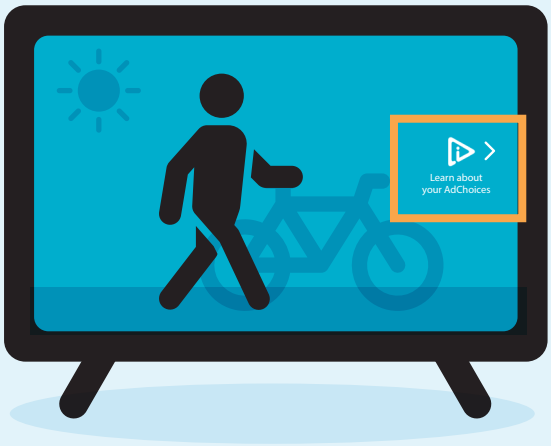

Figure 18 - Periodic Notice Example
An example of a periodic call-to-action for AdChoices shown outside of an ad experience.

This periodic notice can be displayed at a frequency determined by the entity providing the user interface (e.g., OEM, streamer, etc.). The periodic notice should allow the consumer to interact with, view and read the notice in a clear, meaningful and prominent manner. It is understood that a periodic notice can simply be a call-to-action which transports the viewer to a more detailed notice or provides the viewer with more information on screen.

The DAA's recommended minimum dwell time for periodic notices is 4 seconds. There is no recommended dwell time component once the viewer clicks through to read/view the additional information.

Asynchronous Implementations

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1. Initial Notice (Unboxing/Set Up)

For OEM providers and others that have the ability, upon unboxing, a QR code can be an option with additional detail surrounding it. This can be included on the box, in a pamphlet, in the manual, etc.

Audio or visual cues can also be introduced when a device is first set up.

Interest-Based Advertising enhanced notice may be shown to the consumer (e.g., upon initial set up of the device), utilizing the AdChoices Icon and companion text such as:

"We use information for interest-based advertising purposes. To learn more, click here."

If interacted with, the enhanced notice link or QR code can send consumers to the company's Interest-Based Advertising Notice.

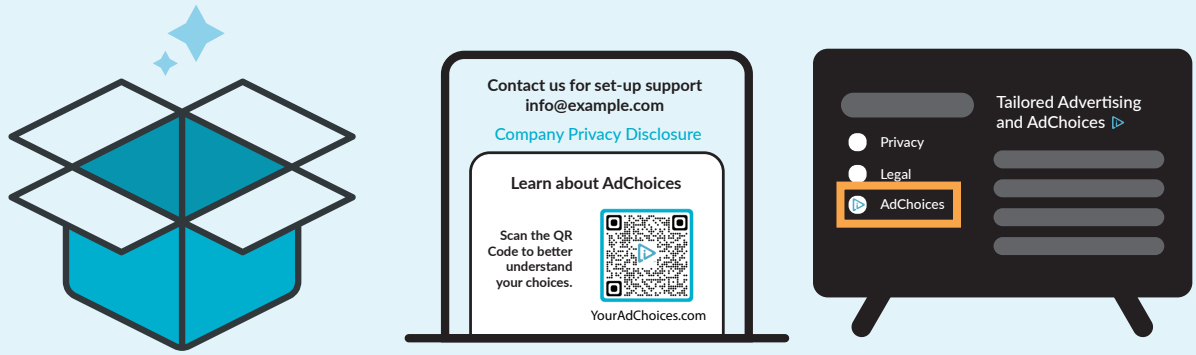

Figure 19 - Unboxing User Flow

An example of unboxing a smart TV featuring a manual that addresses AdChoices and features a QR code for more information. ***Step 1:*** *the user unboxes the device.* ***Step 2:*** *During the unboxing process, either a physical manual or pamphlet or within an app/digital install process, more information is provided about IBA and AdChoices. This could be conveyed through a QR code as well.* ***Step 3:*** *The consumer is setting up the device and can navigate to information about AdChoices at any time.*

2. Audio

Periodic audio prompts (such as within podcasts or audio platforms) are a valuable opportunity to inform and educate consumers about data collection, use, and transfer for Interest-Based Advertising purposes.

The DAA recommends using a script for these notices, such as, for example:

"Learn more about your ad choices at YourAdChoices.com."

As per IAB guidance, ad volume levels should be normalized, and peak levels should not exceed -6 db true peak.

3. CMP-Supported Notice

An optional solution for organizations is to a utilize their Consent Management Platform (CMP) to provide notice and control through the DAA's CMP CoMPlement project.

Integration guidance includes using the AdChoices Icon within notices displayed to consumers and dedicating CMP user flows for the AdChoices program. Several leading CMPs have already agreed to support this approach.

To be clear, using a CMP is not a substitute for AdChoices, and that is why the CMP CoMPlement project exists: to assist in brand-consumer engagement related to industry-wide choice tools. This permits consumers to make multi-site and/or multi-device choices in a centralized location (YourAdChoices.com).

Figure 20 *CMPs can provide AdChoices notices for DAA participating companies.*

Benefits of CMP CoMPlement:

- Offer a new interface module on your digital properties, aligned with the DAA's guidance for a customized notice related to Interest-Based Advertising for consumers.
- Prompt or re-prompt broader CMP settings for consumers through the AdChoices Icon in site footers and other implementations, allowing them to return to your company's overall privacy settings.

CMPs interested in supporting their clients with AdChoices participation can contact the DAA at info@aboutads.info to receive integration instructions (ask for information on the CMP CoMPlement project).

Appendix

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Interest-Based Advertising Notice

Interest-Based Advertising notice requirements are set forth in the DAA Principles.

This notice will disclose a company's online Interest-Based Advertising practices and provide a mechanism for exercising choice regarding such practices (e.g., the company's own control tool and/or a DAA-approved tool).

This notice should be available as a section inside or outside the privacy policy or layered into the application, OEM or services design.

The notice could refer to data collection, use, and transfer practices of advertisers, publishers, streamers, OEMs, agencies, ad tech or other parties among other things.

Consumer Control

As per the DAA Principles, consumers may be directed to tools that allow them to make choices for online Interest-Based Advertising. Participating companies can link to the DAA's website for consumer control options in addition to any tools a company may offer.

Choices and preferences should be associated with data collection, use and transfer for Interest-Based Advertising. Any use for content (non-advertising) personalization by a provider is outside the scope of the DAA Principles.

In addition to any controls the OEMs, streamers, distributors, or others offer, which may include account-based, device-based, and app-based controls, the DAA offers controls for multiple identifiers.

These identifiers are how many OEM, streaming and application vendors operate their businesses. By providing a path to the DAA tools (at https://youradchoices.com/control) in the Interest-Based Advertising Notice and following the DAA's previously issued Principles, the OEMs, streamers, distributors, application providers and others can align their actions with the DAA Connected Devices Best Practices.

Political Ads Program

The DAA operates a second self-regulatory program for enhanced transparency of political ads. View more about the program at AboutPoliticalAds.info. Implementations described in this Supplement can be tailored to be aligned with the requirements of the Political Ads Program.

Given the potential collision between Political Ads labeling and AdChoices labeling, as per the DAA's Political Ads Program Principles, any political icon/notice/QR code should take precedence.

Additionally, the implementation guidance provided for the Political Ads Program refers to an icon & QR code-serving platform that the DAA offers.

Please reach out to info@aboutads.info for more details.

The guidance provided under that program considers QR codes being used to notify voters about who has authorized the ad and other required information.

QR Code Elements

If a participating company elects to implement the AdChoices QR code, the code should include each of these elements:

Margin Width

No more than four (4) modules.

Background

Choose a light-colored background and dark foreground that are distinctly in contrast with each other.

Frame Text

While many users recognize that a QR code is a scannable image, advertisers should only assume that some users understand how a QR code can be activated. Thus, it is essential to include frame text to provide context. Call-to-action text and supporting graphical elements should always be placed outside the code. The frame text can be above or below the QR code.

Suggested frame text includes:

- YourAdChoices.com (preferred)
- AdChoices

Image/Logo Area

The AdChoices Icon & Ad Marker should be sharp and clear and placed in the center of the code to avoid obstructing any elements which are important for the code's readability.

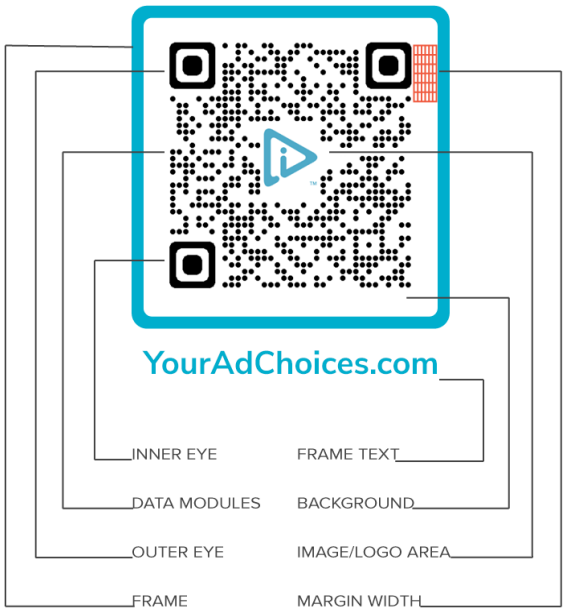


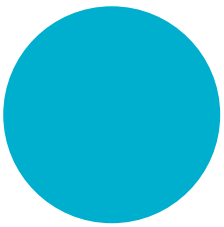
Figure 21 *The DAA's AdChoices QR code.*

Please consider QR code management to address the following:

- Resizing the inserted image so that it doesn't occupy more than 10% of the surface area of the advertisement.
- Optimally positioning the image so that it doesn't obscure any of the "protected" areas of the QR code. Obscuring these areas will cause the QR code to fail.
- Adding a safety buffer around the image so that scanning apps don't misinterpret elements of the logo as being part of the data modules of the QR code.
- The DAA and it's Approved Providers can provide QR codes to use.

QR Code Icon & Frame Color

The AdChoices Icon was chosen by the DAA and is the standard graphical implementation. When using the AdChoices Icon, consistent color usage across all media is integral to the increased familiarity of the icon. It should always be presented using the approved and recommended color formulas.



C=74 **R**=0
M=10 **G**=174
Y=15 **B**=205
K=0

Hex: #00AECD

QR Code Density

The more data you put into the code, the smaller the modules of the dark pixel squares become as the QR code adjusts to increase its data storage capacity. The density of the code is based on the number of rows and columns of modules. If the modules are too small, then the QR code can be difficult to scan because the modules are under the resolution limit of the scanning device; in this case, QR codes with high modulus density need to be larger. Most QR codes containing just a website address are usually codes with 25 rows and columns of modules.

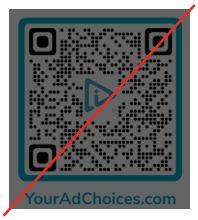
QR Code Size & Scanning Distance

The size of a QR code should be appropriate for the scanning environment where it is located. Consider the distance between the QR code and the scanning device and its placement. As the distance between the camera and the QR code increases, the size of the QR code needs to increase to compensate.

The recommended minimum size of the QR code image is determined by the scanning distance and the density of the data black squares in the QR code.

Unacceptable QR Code Designs Using the DAA Logo

Don't use a dark background.

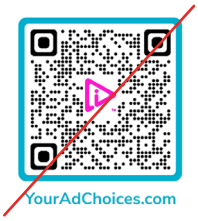


Don't adjust the color of the data modules.

Don't forget to add a four-module space between the code and the frame.

Don't move the icon from the center of the data modules.

Don't alter the icon color.



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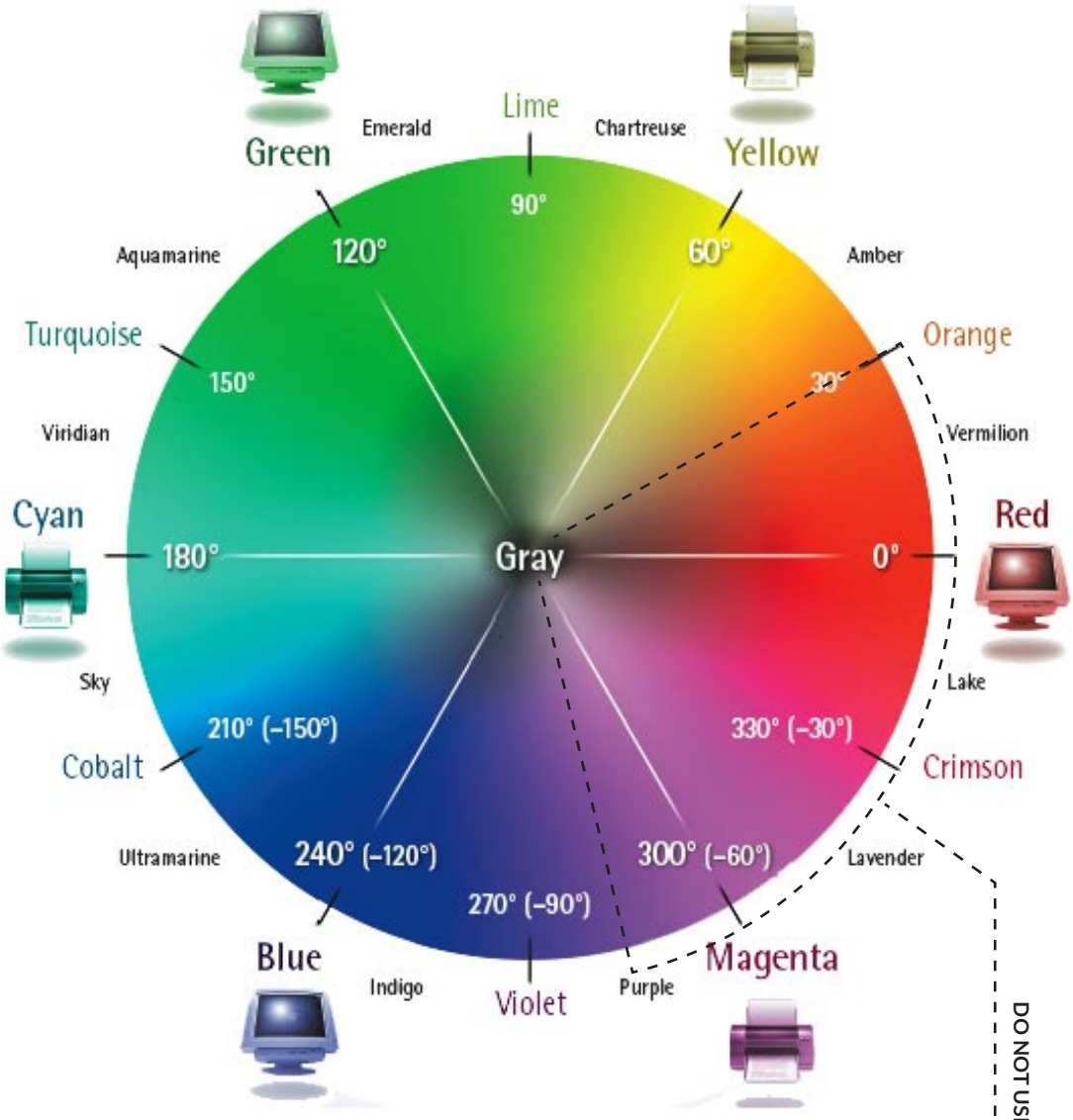
Icon Color Spectrum



The DAA icon must NOT be presented in any color in the red or pink spectrum, which includes any color in the range of +30˚ and -75˚on the color spectrum wheel above.

Resources

- DAA Connected Devices Best Practices
- YourAdChoices Icon & Ad Marker Creative Guidelines
- YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile
- YourAdChoices Icon & Ad Marker Creative Guidelines for Video
- Political Ad Icon & Ad Marker Creative Guidelines
- DAA Self-Regulatory Principles

Select Definitions

Connected Device

Connected Device is a device that connects to the Internet and is used for personal household purposes. The definition of Connected Device does not include mobile devices and web browsers to the extent that these channels are already addressed by prior DAA Principles and Guidance.

Connected Device Data

Connected Device Data is data about the use of a digital property or service collected from or through a Connected Device about the use of that digital property or service on a Connected Device.

Commentary: A "digital property" refers to the applications that operate on a Connected Device where Connected Device Data may be collected regarding a consumer's interactions with the product or service operating on the Connected Device.

First Party

A First Party is the entity that controls a digital property or service that is available through a Connected Device, the entity with which the consumer intentionally interacts in order to access a digital property through a Connected Device, and its Affiliates.

Commentary: Agents and other entities that perform business operations for First Parties are treated as if they stand in the shoes of First Parties for purposes of these best practices.

A consumer's intentional interactions in order to access a digital property or service through a Connected Device include, but are not limited to, where a consumer subscribes to a service like video distribution services, or where it is clear that a consumer's intentional interactions are with a portion of the digital property or service that is being operated by a different entity than the owner of the digital property or service, with the exception of any advertisements that may be served on that property or service by a Third Party. This is because it is clear that the distinct entity is the provider of the digital product or service on that portion of the digital property or service and not the operator of the initial digital property or service and that it is not a Third Party's advertisement with which the consumer is interacting. Such circumstances may arise when a video or audio player is embedded within a digital property that is clearly provided by another entity and not the First Party.

A First Party is a Third Party to the extent that it is collecting, using, or transferring Connected Device Data from across non-Affiliate Connected Devices or services on a Connected Device and is subject to the Transparency and Control Principles applicable to Third Parties. Where a First Party instead uses a Third Party to engage in such conduct, that Third Party is subject to the Transparency and Control Principles applicable to Third Parties.

Interest-Based Advertising

Interest-Based Advertising means the collection of data from a particular computer or device regarding viewing or application use behaviors over time and across non-Affiliate Web sites and mobile apps for the purpose of using such data to predict user preferences or interests to deliver advertising to that computer or device, or computers and devices associated with it, based on the preferences or interests inferred from such viewing and app use behaviors.

Interest-Based Advertising does not include the activities of First Parties, Ad Delivery or Ad Reporting, or contextual advertising (i.e. advertising based on the content of the Web page or mobile app being visited, a consumer's current visit to a Web page or mobile app, or a search query).

Third Party

An entity is a Third Party to the extent that it collects Connected Device Data from or through a non-Affiliate's Connected Device or digital properties or services on a Connected Device.

Further definitions can be found in the DAA's Self-Regulatory Principles for Online Behavioral Advertising.

See also the DAA Connected Devices Best Practices.

About the DAA

The DAA establishes responsible privacy practices across the 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

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