

# Self Regulatory Principles for Online Behavioral Advertising Implementation Guide

## – What Everyone Needs To Know –

Leading marketing and advertising industry associations have established a comprehensive, self-regulatory program and implemented consumer-friendly principles and enforcement standards regarding online behavioral advertising.

### Defining Online Behavioral Advertising

Online behavioral advertising ('OBA') is defined as the practice of collecting "data from a particular computer or device regarding Web viewing behaviors over time and across non-Affiliate Web sites for the purpose of using such data to predict user preferences or interests to deliver advertising to that computer or device based on the preferences or interests inferred from such Web viewing behaviors." The purpose of OBA is to deliver relevant advertising to specific computers or devices in ways that enrich the consumer online experience.

As defined in the *Self-Regulatory Principles for Online Behavioral Advertising* ("Principles"), OBA does not include:

- The activities of First Parties (Web site publishers / operators) that are limited to their own or affiliated sites.
- Ad delivery (i.e., delivery of online advertisements or advertising-related services using Ad Reporting data and not based on user preferences inferred from information collected over time and across non-affiliated Web sites);
- Ad reporting (i.e., the collection or use of information for statistical reporting, Web analytics/analysis and advertising metrics); or
- Contextual advertising (i.e., advertising based on the content of the Web page being visited, a consumer's current visit to a Web page, or a search query).

### About the Principles

The industry-wide effort to develop consumer-friendly standards for OBA activities across the Internet was led by a coalition of the nation's largest media and marketing trade associations, including the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA), the Direct Marketing Association (DMA), and the Interactive Advertising Bureau (IAB), and supported by the Council of Better Business Bureaus (BBB). This unprecedented collaboration responds the Federal Trade Commission's call to the advertising and media industry to develop self-regulatory principles and practices for OBA.

In July 2009, the Associations jointly released the [Self-Regulatory Principles for Online Behavioral Advertising](#) (the "Principles"), which are intended to apply broadly to the diverse set of actors that work interdependently to deliver relevant advertising intended to enrich the consumer online experience.



The Principles call for:

- **Education** for consumers and businesses about online behavioral advertising and the Principles.
- **Transparency** about data collection and use practices associated with OBA, providing consumers with clear, meaningful and prominent notice through multiple mechanisms.
- **Consumer Control** over whether data is collected and used or transferred for OBA purposes, provided through easy-to-use consumer choice mechanisms.
- Appropriate **Data Security** for, and limited retention of, data collected and used for OBA purposes.
- Obtaining consumer consent before a **Material Change** is made to an entity's OBA data collection and use policies unless that change will result in less collection or use of data.
- Limitations on the collection of **Sensitive Data** for OBA purposes.
- **Accountability** for entities collecting and using data for OBA purposes, including mechanisms for enforcement of the Principles.

### Implementing the Principles

Since July 2009, industry-wide collaboration has continued on the development and launch of a self-regulatory program for OBA ("Program") that will implement the Principles, promoting enhanced transparency and choice and fostering compliance and accountability across the marketing and advertising community.

The Program includes several important components:

- **Advertising Option Icon:** The program promotes the use of an icon and accompanying language, to be displayed in or near online advertisements or on Web pages where data is collected and used for behavioral advertising. [Advertising Option Icon](#) indicates that the advertising is covered by the self-regulatory program, and by clicking on it consumers will be able to link to a clear disclosure statement regarding the data collection and use practices associated with the ad as well as an easy-to-use opt-out mechanism.
- [www.AboutAds.info](http://www.AboutAds.info): Companies collecting or using information for behavioral advertising are encouraged to visit [www.AboutAds.info](http://www.AboutAds.info) to acquire and begin displaying the Advertising Option Icon, signaling their utilization of behavioral advertising and adherence to the *Principles*. Interested companies engaged in behavioral advertising can also register to participate in the easy-to-use consumer opt-out mechanism on the [www.AboutAds.info](http://www.AboutAds.info) site.
- **Consumer Choice Mechanism:** This easy-to-use choice option will give consumers the ability to conveniently opt-out of some or all participating companies' online behavioral ads, if they choose. Entities may now register at [www.aboutads.info](http://www.aboutads.info) to participate in an industry-wide choice mechanism.
- **Accountability and Enforcement:** Both the CBBB and the DMA will play roles in ensuring compliance and enforcement of the Program. All DMA members – as a condition of membership – are required to comply with program's provisions.

The CBBB and DMA will utilize a monitoring technology platform to foster accountability among participating companies with respect to the Transparency and Control requirements of the Principles, as well as manage consumer complaint resolution.

- **Educational Campaign:** An educational campaign will be undertaken to build awareness around the Program for both the business community and consumers.

### **How Does This Affect My Organization?**

The Principles cover three major types of entities that – working interdependently – deliver relevant advertising to specific computers or devices in ways that enrich the consumer online experience:

- “First Parties”: such as Web site publishers / operators;
- “Third Parties”: such as advertising networks and data companies (including ad exchanges and data aggregators) and in some cases advertisers; and
- “Service Providers”: such as any internet access provider, search engine, Web tool bar, browser, or other service that enables the provider to have access to all or substantially all URLs accessed by its users, that in the course of its activities as such a provider, collects and uses such user data for OBA.

This Implementation Guide also includes sections that address the responsibilities of each type of entity.

It is possible that a single company or organization may operate in more than one of these three categories, depending on what activity is being undertaken at a particular time. For this reason, it is important to consider requirements that may apply to your business across all three categories.

### **Questions?**

This Implementation Guide includes a detailed set of Frequently Asked Questions and answers regarding the entire scope of this industry-wide program. Additional information is also available online at [www.AboutAds.info](http://www.AboutAds.info).