

DAA POSITION ON BROWSER BASED CHOICE MECHANISM

The FTC called on the business community to set responsible standards for the collection and use of web viewing data on the Internet and to provide transparency and control to consumers.

United States Administration initiatives have similarly encouraged the business community to develop codes of conduct that further innovative offerings to consumers while providing choices to consumers regarding data about such web viewing data.

The business community, through the Digital Advertising Alliance (“DAA”) has responded to these calls and is providing a strong, enforceable code of conduct that provides transparency in the form of a universally recognized icon and control to consumers for online behavioral advertising (through the Self-Regulatory Principles for Online Behavioral Advertising) and all other collection and use of web viewing data (through the Self-Regulatory Principles for Multi-Site Data). The DAA is committed to making such choices work for all consumers.

Today the DAA announced that it will immediately begin work to add browser-based header signals to the set of tools by which consumers can express their preferences under the DAA Principles. The DAA expects that such functionality will be implemented within nine months.

The DAA standard and corresponding enforcement of the standard will be applied where a consumer: (1) has been provided language that describes to consumers the effect of exercising such choice including that some data may still be collected and (2) has affirmatively chosen to exercise a uniform choice with the browser based tool. The DAA standard will not apply in instances where (1) and (2) do not occur or where any entity or software or technology provider other than the user exercises such a choice.

In addition to this commitment, the DAA intends to begin work immediately with browser providers to develop the consistent language across browsers regarding the browser based header signal uniform consumer choice mechanism that is simple to use and in a clear manner that describes to consumers the effect of exercising such choice.