



DAA ANNOUNCES COMPREHENSIVE PRINCIPLES FOR ONLINE COLLECTION OF WEB DATA

Multi-Site Data Collection Principles Broaden Self Regulation Beyond Online Behavioral Advertising

WASHINGTON, D.C., NOVEMBER 7, 2011 – On behalf of the nation’s leading media and marketing trade associations and their members, the [Digital Advertising Alliance](#) (DAA) today announced “Principles for Multi-Site Data” that significantly expand the scope of self regulation of online data collection beyond online behavioral advertising (OBA). The DAA has previously developed cross-industry best practices and effective solutions for the collection and use of data for OBA through its Advertising Option Icon program.

The DAA includes the American Association of Advertising Agencies (4A’s), the American Advertising Federation (AAF), the Association of National Advertisers (ANA), the Direct Marketing Association (DMA), the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI).

The new Principles establish comprehensive self-regulatory standards governing the collection and use of Multi-Site Data, data collected from a particular computer or device regarding Web viewing over time and across non-affiliated Websites.

Building on and adopting the recommendations by the FTC in its recent privacy report regarding the collection of Web viewing data, the new Principles establish a clear framework governing the collection of online Multi-Site Data that also provides consumer choice for the collection of such data. The Principles also codify existing industry practices prohibiting the collection or use of Multi-Site Data for the purpose of any adverse determination concerning employment, credit, health treatment or insurance eligibility. Additionally, like the OBA Principles, the Multi-Site Data Principles provide specific protections for sensitive data concerning children, health and financial data.

The new Principles consist of the following specific requirements:

- **Transparency and consumer control for purposes other than OBA** – The Multi-Site Data Principles call for organizations that collect Multi-Site Data for purposes other than OBA to provide transparency and control regarding Internet surfing across unrelated Websites.
- **Collection / use of data for eligibility determination** – The Multi-Site Data Principles prohibit the collection, use or transfer of Internet surfing data across Websites for determination of a consumer’s eligibility for employment, credit standing, healthcare treatment and insurance.
- **Collection / use of children’s data** – The Multi-Site Data Principles state that organizations must comply with the Children’s Online Privacy Protection Act (COPPA).
- **Meaningful accountability** – The Multi-Site Data Principles are subject to enforcement through strong accountability mechanisms.

Intended to be implemented in 2012, the Multi-Site Data Principles will apply across the entire Internet ecosystem and will deliver greater transparency, choice and control to consumers.

“This effort will build on the success and momentum of the DAA’s Self-Regulatory Program,” said Stu Ingis, DAA general counsel. “The services provided by these companies are cherished by all Americans. These Principles reflect another important step in ensuring continued successful offerings and choices for consumers. Self-regulation continues to be responsible and responsive to the fast-changing digital environment.”

“With the addition of these new Principles, combined with the fast-growing adoption and online display of the Advertising Option Icon, the business community has taken another step to address concerns of policy makers regarding online data collection and use,” said Peter Kosmala, managing director of the DAA.

To view the new Self-Regulatory Principles for Multi-Site Data, visit <http://www.aboutads.info/principles>.

About The DAA Self-Regulatory Program for Online Behavioral Advertising

The DAA Self-Regulatory Program for Online Behavioral Advertising was launched in 2010 by the Digital Advertising Alliance (DAA), a consortium of the nation's largest media and marketing associations including the American Association of Advertising Agencies (4As), the Association of National Advertisers (ANA), the American Advertising Federation (AAF), the Direct Marketing Association (DMA), the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI). These associations and their thousands of members are committed to developing effective self-regulatory solutions to consumer choice in online behavioral advertising (OBA).

Based on seven “*Self-Regulatory Principles for Online Behavioral Advertising*” proposed by the Federal Trade Commission, the DAA Self-Regulatory Program is designed to give consumers enhanced control over the collection and use of data regarding their Internet viewing for OBA purposes. With the support of the six stakeholder trade associations – representing more than 5,000 U.S. companies – the Program promotes the use of the [Advertising Option Icon](#) a universal symbol found within or near online advertisements or on Web pages where data is collected and used to deliver online advertising that is based on inferences derived from the collected data. By clicking on the icon, consumers are able to link to a clear disclosure statement regarding the participating company's online behavioral advertising data collection and use practices, as well as a universal, easy-to-use, opt-out mechanism.

To learn more about the Self-Regulatory Program for Online Behavioral Advertising, please visit www.aboutads.info.

###

Press contact:

Antonia Caamaño
CooperKatz & Company for DAA
917-595-3053
acaamano@cooperkatz.com