



# Online Behavioral Advertising Toolkit

## For Advertisers Implementing the Principles into their Owned & Operated Websites

**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 (OBA).**

The industry-wide effort to develop standards for OBA activities across the Internet was led by a coalition of the nation's largest media and marketing trade associations, including the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's), the American Advertising Federation (AAF), the Direct Marketing Association (DMA), and the Interactive Advertising Bureau (IAB), and supported by the Council of Better Business Bureaus (CBBB). This unprecedented collaboration responds to 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 (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.

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 OBA. The 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.
- **Consumer Choice Mechanism:** This easy-to-use choice option gives 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 DMA will play roles in ensuring compliance and enforcement of the Program. 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.

### What is OBA?

Online behavioral advertising—which is also sometimes called interest-based advertising—is the practice of collecting data from a particular computer or device regarding Web viewing behaviors over time and across non-affiliate websites for the purpose of using such data to predict user preferences or interests to deliver advertising to that computer or



# Online Behavioral Advertising Toolkit

device based on the preferences or interests inferred from such web-viewing behaviors. For example, a sporting goods manufacturer might work with an advertising network that collects and uses online behavioral advertising information to deliver ads to the browsers of users that have recently visited sports-related sites, or an airline might direct ads to users that recently visited travel sites.

## OBA does not include:

- The activities of first parties (website 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 websites);
- 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).

Advertisers can play multiple roles in the world of OBA and have different responsibilities under the self-regulatory principles depending on the specific role.

## Who should use this toolkit?

- An advertiser that allows ads to be placed on its owned and operated website(s) by third parties that use OBA data, and/or
- An advertiser that allows third parties to collect data for OBA purposes from the devices or computers of visitors to the advertiser's owned and operated website(s).

A third party is an entity that collects data from consumers' computers or devices while they visit unaffiliated websites. Third parties use this collected data to deliver advertising. Third parties include:

- Ad exchanges.
- Advertising networks.
- Data aggregators.
- Provider of data optimization.
- Providers of target audience data.

## How do I know if I am covered?

You are covered if:

- You own or operate a website where data is collected by third parties for OBA purposes, or
- Third parties use OBA data to deliver ads on to your website.

## What should I do to implement the Principles?

As the operator of a website where data is collected from or used on your website for OBA purposes by third parties, you should provide the Advertising Option Icon and accompanying text (i.e., AdChoices) (Icon). The Icon should appear on all web pages where data is collected or used for OBA purposes, and the Icon should link to a disclosure that points to [www.aboutads.info](http://www.aboutads.info).



# Online Behavioral Advertising Toolkit

## Below are the step-by-step instructions for implementing the Principles.

1. Visit [aboutads.info](http://aboutads.info) to register to use the Icon and to obtain the creative guidelines for use of the Icon.
2. Place the Icon in the footer of any web page(s) of your website(s) where data is collected or used for OBA purposes.
3. The Icon should be distinct from the link to your privacy policy and link directly to a disclosure statement. This statement may be provided:
  - a. Separate from your site's privacy policy, or
  - b. Included in your privacy policy provided the link goes directly to the relevant section of the statement where the disclosure is located.
4. The disclosure statement should describe the OBA practices occurring throughout your site and state your adherence to the Principles.
5. The disclosure should direct users by link to [www.aboutads.info](http://www.aboutads.info) (website where third parties are listed for the purpose of providing consumer choice).

## Interested in learning more?

1. Visit [www.aboutads.info](http://www.aboutads.info) to review the implementation guides.
2. Watch the educational webinar to hear specific implementation guidance concerning the Principles.

## For Advertiser Ads on Unaffiliated Websites

As noted above, advertisers can play multiple roles in OBA.

### Who should use this toolkit?

- Advertisers that advertise their products or services online and their ads are displayed on unaffiliated company websites.
- You, your ad agency, or your service provider(s) collects data from consumers' computers or devices online for OBA purposes or uses OBA data to deliver ads.

### What should I do to implement the Principles?

**A. Direct Ad Placements** – You work directly with an unaffiliated online publisher to have your ads appear on the publisher's site. If you collect data from this unaffiliated publisher's website and other unaffiliated sites for OBA purposes or use OBA data to deliver ads to these sites, then you should:

1. Visit [aboutads.info](http://aboutads.info) to register to use the Advertising Option Icon and accompanying text (i.e., AdChoices) (Icon) and to obtain the creative guidelines for use of the Icon.
2. Ensure the Icon appears in or near each delivered OBA ad.
3. Ensure the Icon links directly to a disclosure statement on your website that describes your OBA practices.
4. Provide consumers with choice with respect to the collection, use, and transfer of their data for OBA purposes by participating in the industry consumer choice mechanism.
5. Register to participate on the consumer choice page.



# Online Behavioral Advertising Toolkit

**B. Ad Placements Through Third Parties** – You work through ad agencies and other third parties to deliver ads. These third parties collect data from unaffiliated sites for OBA purposes or use OBA data to deliver ads. Under these circumstances, you should:

1. Ensure third parties that you work with:
  - a. Participate in the choice mechanism available at AboutAds.info.
  - b. Provide the Icon in or near all delivered OBA ads.
  - c. Provide notice of their OBA practices.
2. The following are a few ways to ensure your partners comply with the Principles:
  - a. Discuss compliance with your ad agencies and partners.
  - b. Require participation by your third-party partners in the Self-Regulatory Program through your contracts.
  - c. Review the industry choice page to ensure third-party partners are listed on the page.

## What are the costs for participating in this program?

1. The fee to acquire the icon is \$5,000 and is renewable annually.
2. There is no fee for web publishers with annual revenues from online behavioral advertising of less than \$2 million.
3. The fee for registering for the opt-out page is \$10,000, renewable annually.
4. All of the fees are used to support the program.

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