



**Delivering transparency, choice and
control for European citizens**



EASA+



EDAA open for business

Alain Heureux, Chairman of EDAA



EDAA's role



- Pan-EU licensing of 'OBA Icon'
- Globally consistent – integrated with US approach
- Meaningful and transparent to consumers
- Widespread application to ensure ubiquity. High coverage commitments.



Use of the Icon



YAHOO!
UK & IRELAND



Ad Choices: Learn More About This Ad

FOR CONSUMERS

The Web sites you visit work with online advertising companies to provide you with advertising that is as relevant and useful as possible. Some of the online ads you are served may be based on the content of the Web page you're visiting; some others may be based on registration information you provide; and other ads may be customised based on predictions about your interests generated from your visits to other Web sites. The goal of AdChoices is to provide you with information about how online advertising works and the choices you have.

Who placed this ad?

► This ad was served by [Yahoo!](#).

Where can I learn more about how Yahoo! selects ads?

► Please read about [Yahoo!'s privacy and advertising practices](#).

What choices do I have about interest-based advertising from Yahoo!?

► Information about your visits to this and other sites may be used over time to help predict your interests and select the ads you see. This is also called online behavioural advertising.

► [Manage](#) interest-based advertising categories, or opt-out of all categories, from Yahoo!

► Visit the [IAB UK Good Practices Principles](#) to learn more about online behavioural advertising and to see your opt-out choices from other IAB UK signatories.

Learn More!

- Find out about how online advertising [supports the free content, products and services you use online](#).
- [Learn](#) more about online advertising from the Interactive Advertising Bureau UK.



Youronlinechoices.eu (YOC)



your online choices
a guide to online behavioural advertising



- 29 countries 'live'
- 24 EU languages
- Clear, user friendly information on OBA

Welcome to a guide to online behavioural advertising and online privacy.

On this website you'll find information about how behavioural advertising works, further information about cookies and the steps you can take to protect your privacy on the internet.

This website is written and funded by the internet advertising industry and supports a pan-European industry initiative to enhance transparency and control for online behavioural advertising. See [here](#) for further details.

[How does this website work?](#)

Please select your location:

- [Austria](#)
- [Belgium \(Flemish\) / \(French\)](#)
- [Bulgaria](#)
- [Cyprus](#)
- [Czech Republic](#)
- [Denmark](#)
- [Finland](#)
- [France](#)
- [Estonia](#)
- [Germany](#)
- [Greece](#)
- [Hungary](#)
- [Ireland](#)
- [Italy](#)
- [Latvia](#)
- [Lithuania](#)
- [Luxembourg](#)
- [Malta](#)
- [Netherlands](#)
- [Norway](#)
- [Poland](#)
- [Portugal](#)
- [Romania](#)
- [Slovakia](#)
- [Slovenia](#)



Consumer choice and control

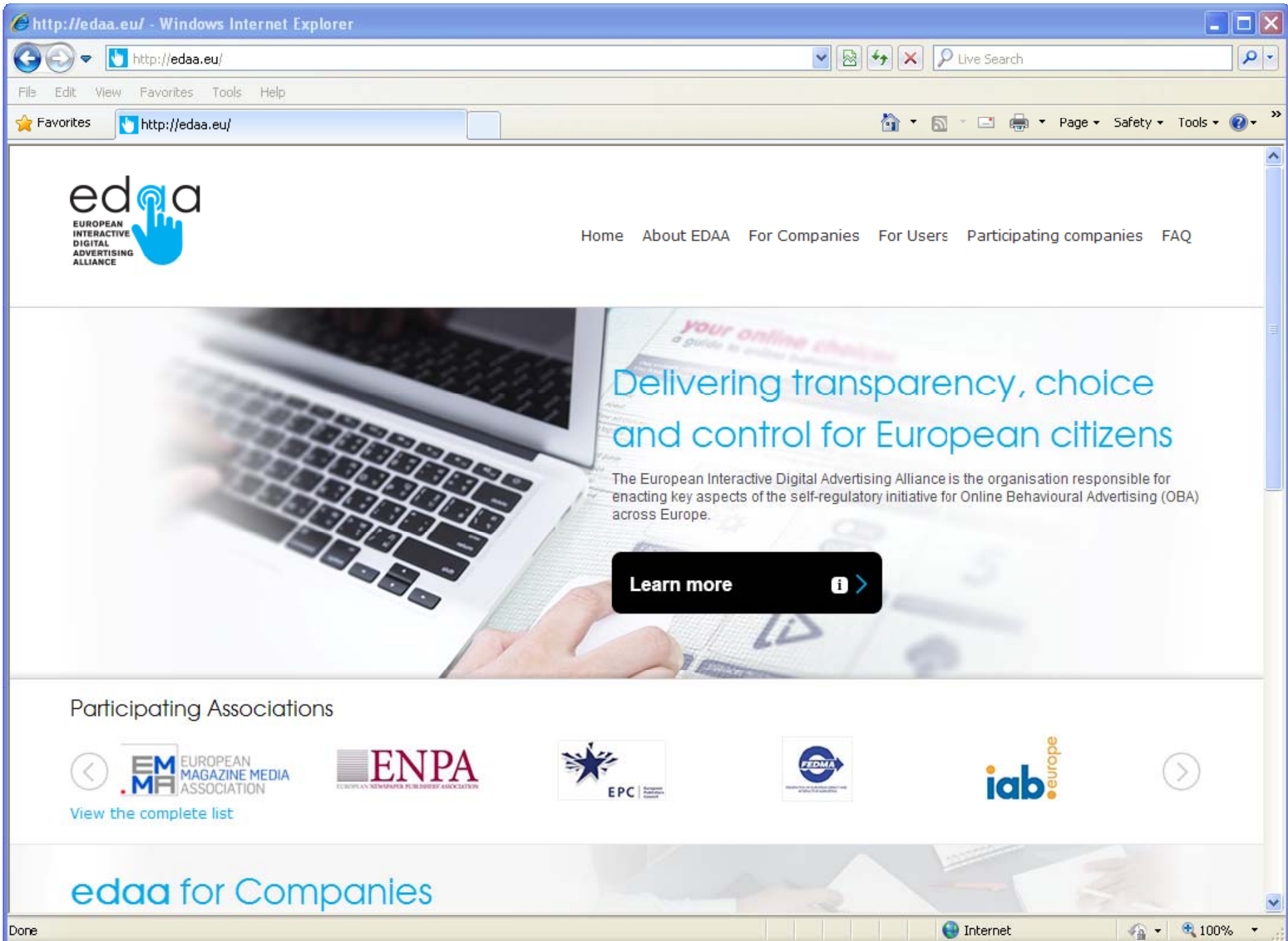


Turn off OBA data collection and use by some or all companies

- **74 companies** already integrated on the user choice mechanism

Company	On/Off	Info
24/7 Real Media	<input checked="" type="radio"/> On <input type="radio"/> Off	
Adiatus	<input checked="" type="radio"/> On <input type="radio"/> Off	
Adconion Media Group	<input checked="" type="radio"/> On <input type="radio"/> Off	
AdDynamics	<input checked="" type="radio"/> On <input type="radio"/> Off	
Adform	<input checked="" type="radio"/> On <input type="radio"/> Off	
adGENIE	<input checked="" type="radio"/> On <input type="radio"/> Off	





EDAA in a wider context

Angela Mills Wade, Chairman of OBA Steering Group and Executive Director, EPC



European Commission Digital Agenda



- In 2010, industry was challenged...
- ... and responded



EDAA in wider context

- The EU self-regulatory Principles

IAB Europe EU Framework for Online Behavioural Advertising



IAB Europe OBA Framework



EASA BPR on OBA



Consultation and engagement with stakeholders



- Industry commitments to European Commission
- 5 EU Multi-Stakeholder Roundtables on OBA, chaired by DG CONNECT
- Responsive to wider consultation



Credible application



- Joined up with existing EASA self-regulation for content
- Independent certification process
- Self-regulatory organisations to apply credible investigatory procedures and sanctions



The consumer experience

Nick Stringer, director of regulatory affairs IAB UK



Our approach is underpinned by consumers...



- **61%** of UK consumers think that a large proportion of the internet would 'disappear' without advertising

Most UK internet users would rather see a low number of relevant ads online than a high number of less relevant ones.



www.iabuk.net/research/library/consumers-and-online-privacy-2012



...who want greater transparency & control



- **40%** want easy access to information being collected & used about them

4 out of 10 people who deleted their cookies in the last six months did so without correctly understanding what they are used for



www.iabuk.net/research/library/consumers-and-online-privacy-2012




We aim to deliver a pan-European approach for citizens...



your online choices

a guide to online behavioural advertising



This website collects and uses non-identifiable information to analyse site activity to improve the website. You have control over how this information is collected and used.

Don't show this again

- Home
- About
- Your ad choices
- Five top tips
- FAQs
- Download guide
- Helpful videos
- Jargon buster
- Make a complaint

Your ad choices

The companies listed below are some of the providers who work with website operators to collect and use information to provide online behavioural advertising.

Please use the buttons below to control your online behavioural advertising preferences. You can turn off or turn on all companies or alternatively set your preferences for individual ones. By clicking on the ⓘ button you can find out more about the company itself as well as its behavioural advertising status on the web browser you are using. If you are having any problems turning on or off your choices please visit our help page.

Please note: this does not turn off all internet advertising only advertisements that are customised to your likely interests based upon previous web browsing activity.

Turn off all companies

Off

Turn on all companies

On

Turn on or off individual companies

Company	On/Off	Info
Adatus	<input checked="" type="radio"/> On <input type="radio"/> Off	ⓘ
Adconion Media Group	<input checked="" type="radio"/> On <input type="radio"/> Off	ⓘ
AddThis (formerly Clearspring)	<input checked="" type="radio"/> On <input type="radio"/> Off	ⓘ

On You have not turned off behavioural advertising and you have an active cookie from this company.

<http://www.addthis.com>

AddThis (formerly Clearspring) offers a platform of social sharing plugins and tools to enable consumers to enjoy the social web. In exchange for this free service, AddThis uses the anonymous social data created via our platform to enable publishers and brands to create a more personal and social web experience for consumers.

To learn more about how we collect and use information for online advertising, please visit



...and a consistent approach for
businesses.



- One **icon**
- One **website**
- One **compliance and enforcement** system
- Consistent **consumer complaints handling**



We will inform consumers across Europe



HOME LEARN WATCH CONTROL FAQ PARTICIPANTS

AdChoices

WILL THE RIGHT ADS FIND YOU?

Welcome to Your AdChoices, where you're in control of your Internet experience with interest-based advertising—ads that are intended for you, based on what you do online.

The Advertising Option Icon gives you transparency and control for interest-based ads:

- Find out when information about your online interests is being gathered or used to customize the Web ads you see.
- Choose whether to continue to allow this type of advertising.

[Watch](#) three short videos to learn how the Icon gives you control of when the right ads find you.

f t e

WATCH

MEET THE ADCHOICES ICON

WHAT IS INTEREST-BASED ADVERTISING?

PARTICIPATING ASSOCIATIONS

A-s AAF BBB iab. NAI



Any questions?



A warm thank you
for joining our
launch!

