



# Responsible Advertising in the Digital Age

The value of ad self-regulation in the digital space



## The value of self-regulation in the digital space

- Context for emergence of the OBA Framework
- Main elements – the European Principles
- Current coverage – screens, markets, types of ads
- Adherence / compliance / certification process
- Recent developments – extension to mobile
- Discussion



## The value of digital self-regulation Context of the OBA Framework



- Amended e-Privacy Directive of 2009
- Third parties v first parties
- US DAA rollout
- Industry challenged to provide effective, credible, accountable self-regulation of OBA across Europe




## The value of digital self-regulation Main elements of the Framework



- Notice
- User choice
- Data security
- Prohibitions on sensitive segmentation
- Education
- Compliance & enforcement
- Review

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## The value of digital self-regulation Main elements of the Framework



- An “EASA+” solution
  - National-level complaint handling
  - Support from local IABs on understanding technology, enlisting company participation
  - Delivering a pan-European approach for citizens and businesses
  - Global dimension from alignment to US DAA programme
  - ‘Tech’ dimension has advantages, limitations

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## The value of digital self-regulation Digital advertising ecosystem engagement

**Supported by key stakeholders at EU and member state level**





## The value of digital self-regulation

### Current coverage

- 33 countries
- 27 languages
- 105 companies integrated into YOC
- 159 companies participating in the programme
- 2.7 million visitors every month to the YOC site during 2015
- 12 SROs extended remit
- 11 markets have run consumer awareness campaigns



## The value of digital self-regulation

### Adherence / compliance / certification



### Compliance journey

**STEP 1:** Licence OBA Icon / User Choice Platform from EDAA

**STEP 2:** Self-Certification (6 mths)

**STEP 3:** Independent assessment of compliance (+ 1 mth) EDAA approved Certification Providers:



**STEP 4:** Award of EDAA "Trust Seal" (+ 30 days)  
Trust Seal following 30 days ongoing monitoring





## The value of digital self-regulation 2016 – extending the programme to mobile



- Extends scope of the programme to cover collection and use of:
  - cross-application data
  - location data
  - personal device data (e.g. address book)
- Companies to provide enhanced notice and choice to consumers through the OBA icon and Consumer Choice (YOC) platform.
- Pan-European consumer choice mobile app to be released to improve the user experience when exercising choice on mobile.
- Companies' mobile ad operations subject to compliance and enforcement mechanisms under the Self-Regulatory Programme.