WiFi: CWAGNM
No Password
Digital Advertising Alliance
YourAdChoices
&
PoliticalAds

CWAG Annual Meeting | July 23, 2018 | 2:00-3:00 pm MDT | Albuquerque
Ubiquitous Transparency & Control in Digital & Mobile
Consumer Choice Tools: WebChoices and AppChoices (English and Spanish in U.S.)

Both available via YourAdChoices.com
DAA Principles Keep Pace with Market Practices

- Interest-Based Advertising Principles, 2009
- Multi-Site Data Principles 2011
- Mobile Guidance 2013
- Cross-Device Guidance 2015
- Political Ads Guidance 2018
Standards-based approach to create transparency at scale

Example

www.AboutPoliticalAds.org
Accountability Program: By the Numbers

23,000  Consumer complaints answered to date

100s   Companies counseled confidentially on compliance obligations. *Come to us before we come to you!*

89     Total published actions to date, including decisions, administrative dispositions, closures, and...

5      Compliance Warnings released to date, covering first party responsibilities, native ads, cookieless IDs, mobile, cross-device, and video ads

1      Formal referral to a government agency
DAA | Effective Self-Regulation

“Their work has improved the level of consumer protection in the marketplace.”

Cross-Device Tracking: An FTC Staff Report,” Citing DAA, January 23, 2017
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