



The Digital Advertising Alliance of Canada (DAAC) operates as a not-for-profit enterprise. The DAAC Board approved new 2015 rates to ensure that Ad Choices revenues can support a program that effectively addresses the Canadian Privacy Commissioner's concerns about transparency and choice in online behavioural advertising.

The DAAC is designed to be a lean operation; however following the launch and first 15 months of operations which were subsidized by the coalition of marketing and advertising associations that established the DAAC, the Board determined that the price adjustment was necessary to cover operational costs and ensure a healthy self-regulatory program going forward.

Thank you very much for continuing to be part of this important self-regulatory program.

