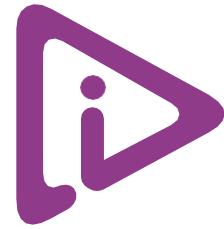


DAAC

**Digital Advertising
Alliance of Canada**



DAAC

The Self-Regulatory Principle of Transparency for Provincial Political Advertising - **Saskatchewan**

May 2020



OVERVIEW

This guidance explains how the Digital Advertising Alliance of Canada’s (“DAAC”) Self-Regulatory Principle of Transparency applies to online digital political advertising in provincial elections and by-elections in Saskatchewan.

This guidance responds to the growing use of digital advertising platforms and technologies to reach potential audiences with political advertising and creates new tools to provide greater transparency to such emerging practices.

This guidance explains that a Political Advertiser who pays for Political Advertising is responsible for providing enhanced notice in or around that Political Advertisement, which links to a notice disclosing certain information about the Political Advertiser.

As described in this guidance, the notice will include information about the person or entity engaged in the Political Advertising. It is expected that Political Advertisers will provide enhanced notice via a version of the DAAC’s transparency icon, which has become the ubiquitous symbol for consumer transparency in the digital advertising ecosystem.



I. DEFINITIONS USED

A. Political Advertising

Political Advertising means paid-for communications that promote or oppose a political party or candidate, including advertising that takes a position on an issue associated with a registered party or candidate, even if the name of that party or candidate is not explicitly mentioned.

B. Political Advertiser

Political Advertiser means a person or entity that pays for the display of a Political Advertisement. A Political Advertiser may be a political party or candidate that is registered with Elections Saskatchewan¹.

C. Political Advertisement

Political Advertisement means an advertisement that contains Political Advertising. A Political Advertisement may be delivered in various formats, such as display, native, video and mobile ad sizes.

¹ Registered political parties: <https://www.elections.sk.ca/candidates-political-parties/political-parties/>



II. TRANSPARENCY

A. Enhanced Political Advertisement Notice

A Political Advertiser should include the icon/wording in or around each Political Advertisement that provides clear, meaningful, and prominent notice that the advertisement is a Political Advertisement.

A Political Advertiser satisfies this Principle if it provides the icon/wording through a setting or mechanism that is consistent with this Principle, whether it is provided by a platform or operating system or vendor.

Linked through the enhanced notice, advertising must contain the information set out under the heading Political Advertisement Notice.



II. TRANSPARENCY

B. Political Advertisement Notice

A Political Advertiser should provide clear, meaningful, and prominent notice in connection with its Political Advertisement. Such notice should be linked from a clear, meaningful, disclosure in or around the advertisement (“enhanced noticed”).

Where the Political Advertiser is a candidate or a political party placing advertising, the disclosure need only indicate that the ad was authorized by the business manager for a candidate by name, if the candidate is not clearly mentioned on the advertisement, or by the chief official agent for a registered political party to which the advertisement relates².

The DAAC recommends participants expand the disclosure to be more detailed and legible, to include:

- a) The name of the Political Advertiser;
- b) Its telephone number;
- c) Its civic or Internet address; and
- d) An indication that it authorized the Political Advertisement.
- e) As permitted by applicable law, where a Political Advertisement is too small to include a disclaimer required by provincial law, the Political Advertiser should provide such disclaimer in this notice.

² Saskatchewan Elections Act, s. 215(2) and (3).

DAAC

**Digital Advertising
Alliance of Canada**



33 Bloor Street East, Suite 303

Toronto, Ontario

M4W 3H1

info@daac.ca

