

A QUICK GUIDE TO AdChoices Compliance


STEP 1

Use an Enhanced Notice for interest-based advertising (IBA).

The user should be able to click or tap on the Enhanced Notice, bringing them to a disclosure with more information about IBA.



What qualifies as Enhanced Notice?

On websites, the most effective way to provide Enhanced Notice is to include the AdChoices icon () with accompanying text “AdChoices” or “Choix de pub” somewhere ‘above the fold’ on each page where data is collected or used or IBA.

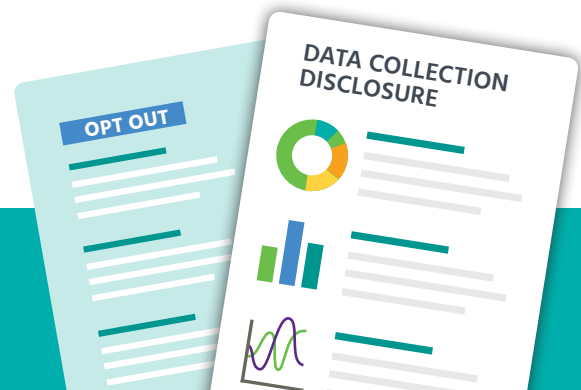
On mobile apps, Enhanced Notice may take the form of an interstitial or pop-up that forms part of the onboarding process for the app, or by displaying the AdChoices icon somewhere in plain view on the app.

STEP 2

Provide a meaningful disclosure about IBA.

Describe what information is being collected (e.g. information about browsing activity on websites, activities across apps, etc.), who it is being disclosed to (e.g. Third Party companies), and what it is being used for (e.g. to serve more relevant online ads).

The disclosure must also confirm that opting out is possible, and link to an opt-out tool.



Know who your company is doing business with.

First Parties are responsible for keeping track of the Third Parties collecting and using data for IBA on their websites or mobile apps.

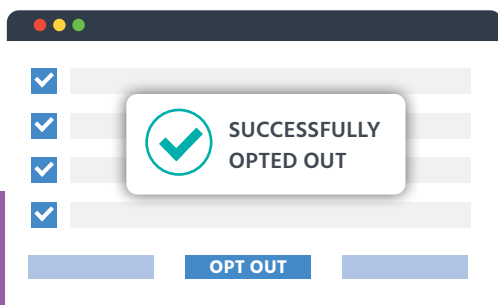
First Parties should be vigilant about reviewing this regularly, keeping apprised of which Third Parties are present, and providing an opt-out for each. Protect your company contractually from any unauthorized access to your audience data.

STEP 3

Offer an effective tool for opting-out of IBA.

Opt-out tools should be linked to within the disclosure about IBA. Tools should be easy to use and work effectively, allowing the user to opt out of all Third Party companies that collect and use data for IBA.

For websites, we recommend linking to the DAAC’s WebChoices tool. **For mobile apps**, it is sufficient to provide a description of how to opt out of ad tracking on various devices’ operating systems (i.e. iOS and Android). However, we recommend linking to the DAAC’s AppChoices tool as a simple and effective solution to allow users to exercise their choices for cross-app IBA.



Be clear with users about their opt-out status.

It is important to ensure that website and app users receive a confirmation message, or other clear notification or feedback, that assures the user that they have successfully opted out.

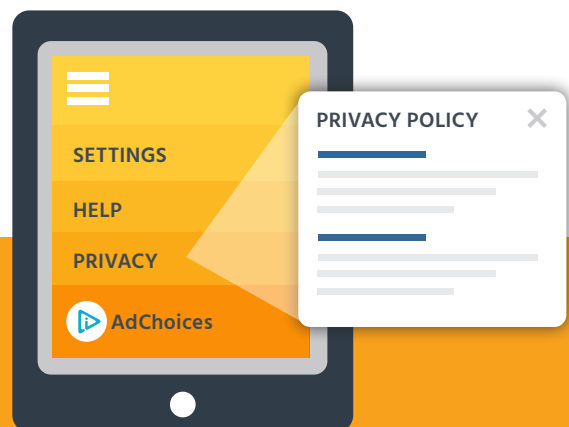
If your company has its own choice mechanism, be precise and transparent about what users are opting out of – the collection and use of data for interest-based advertising by Third Parties on your website or app. We recommend also linking to the DAAC’s WebChoices tool.

STEP 4

Ensure that your disclosure and opt-out tool can be accessed at any time.

The disclosure and opt-out tool should be easy to find at any time, whether through a privacy policy, cookie policy, or a dedicated AdChoices or “Interest-Based Ads” page on a website or in an app.

The user should always be able find information about a company’s IBA practices.



Be consistent.

Many participants link an Enhanced Notice to a dedicated page about IBA where an opt-out tool is included. In other cases, participants choose to link their Enhanced Notice directly to the relevant portion of their privacy policy. It is recommended that the content of any policy or disclosure that addresses IBA is accurate and up to date.

An outdated privacy policy may fail to provide full disclosure about data collection and use for IBA, even if your dedicated AdChoices or IBA page describes it. Ensure that all information and policies on your website and apps are updated to be consistent with one another.