

# Digital Advertising Accountability Program

## Building Trust in Interest-Based Advertising

Interest-based advertising, also known as targeted or tailored advertising, can be a powerful tool to help companies connect with consumers who are more likely to be interested in their products and services. Interest-based advertising also benefits consumers by delivering more relevant and targeted content, but the collection and use of web browsing and app usage data raises privacy concerns with some consumers and regulators.

In an effort to empower consumers and encourage responsible practices in this space, BBB National Programs, Inc. worked with the Digital Advertising Alliance (DAA) to develop the Digital Advertising Accountability Program (Accountability Program). As an independent, third-party program, the Accountability Program advances trust in interest-based advertising by enforcing the DAA's Self-Regulatory Principles, which are best practices for data privacy and interest-based advertising.

- **Monitoring** – Monitor the practices of ad tech entities and content publishers collecting and using web browsing and app usage data for interest-based advertising and resolve issues of suspected non-compliance with the DAA Principles.
- **Complaint Resolution** – Review complaints about interest-based advertising practices and take appropriate action, including opening a formal inquiry or referring the issue to the appropriate complaint-handling mechanism.
- **Enforcement** – Issue inquiries about compliance issues, warn ad tech companies, website owners, and app publishers about problematic interest-based advertising practices, and take action against non-compliant companies.
- **Education and Outreach** – Engage with consumers and businesses to educate them about interest-based advertising and the impact of the Accountability Program.

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The Accountability Program advances innovation in the digital marketplace by promoting best practices for data privacy in cutting-edge content delivery technologies. As this technical space evolves, the Accountability Program continues to have a significant impact on consumer privacy and the advertising industry because of:

- **Substantive Standards** – The DAA Principles behind the Accountability Program meaningfully address online privacy by providing consumers with real-time notice about interest-based advertising and enabling them to opt out.
- **Broad Applicability** – The pervasive use of interest-based advertising gives the Accountability Program an opportunity to support consumers and businesses in almost every industry.
- **Independent Enforcement** – Independent operation ensures advertisers, ad tech companies, publishers, and industry associations have no advance knowledge, input, or influence over monitoring or compliance processes.
- **Public Accountability** – The outcomes of all formal inquiries are made public, giving policy-makers and the public confidence that industry is being held accountable for compliance with the DAA Principles
- **Industry Support** – The principles the Accountability Program enforces were developed by digital advertising industry leaders, giving the program and its work broad support.
- **Government Backstop** – Like other industry self-regulation programs, the Accountability Program has the discretion to refer non-compliant ad tech companies and publishers to the appropriate federal or state regulatory agency.

## Help Advance Trust in Interest-Based Advertising

If you have questions about your organization's interest-based advertising practices or would like confidential compliance advice from the Accountability Program, contact **Jon M. Brescia, Vice President, Digital Advertising Accountability Program, BBB National Programs, Inc.** at [jbrescia@bbbnp.org](mailto:jbrescia@bbbnp.org).



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## YourAdChoices – Giving Consumers Control Over Their Advertising Experience

The Digital Advertising Alliance established the YourAdChoices program to provide consumers with information and choices about the ads they see and how their data is used. Advertisers participating in the Digital Advertising Alliance's Self-Regulatory Program for Interest-Based Advertising use the YourAdChoices icon to let consumers know their data is being collected or used for interest-based advertising.

Clicking on the AdChoices icon allows consumers to learn more about interest-based advertising and control how their web browsing and mobile app usage information is used. Consumers can also limit or opt out of interest-based advertising on desktop and mobile web browsers with the WebChoices tool and on mobile device apps with the AppChoices.