

Advertising and your Online Choices Self-regulation in action

Best Practice Recommendation on Online Behavioural Advertising



Industry: Standards and Obligations

Based on five core principles

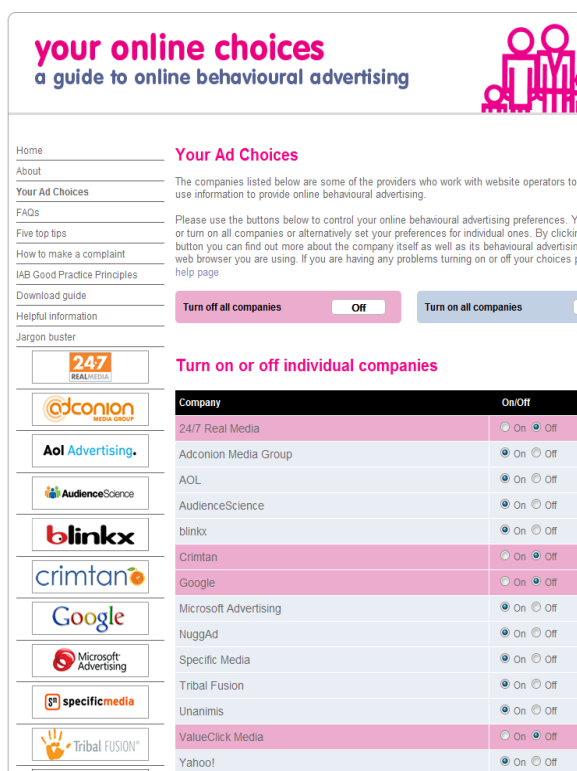
- Principle I : NOTICE
- Principle II : USER CHOICE
- Principle III : SENSITIVE SEGMENTATION
- Principle IV : COMPLIANCE AND ENFORCEMENT
- Principle V : REVIEW



Notice

Why did I get this ad? ▶ Interest Based Ads ▶ Ad Choices ▶

- **Visibility** – One single icon to be shown across Europe, attached (or in close proximity) to the ad
- **Link** – Icon will link to consumer information page and opt-out control mechanism
- **Responsibility** – Third Party must be responsible for icon placement and oversight
- Following an opt-out, users will still receive randomised display ads and content-based ads, but **NO** interest-targeted ads based on previous browsing behaviour



your online choices
a guide to online behavioural advertising

Your Ad Choices

The companies listed below are some of the providers who work with website operators to use information to provide online behavioural advertising.

Please use the buttons below to control your online behavioural advertising preferences. You can turn on all companies or alternatively set your preferences for individual ones. By clicking button you can find out more about the company itself as well as its behavioural advertising web browser you are using. If you are having any problems turning on or off your choices please help page

Turn off all companies OFF Turn on all companies

Turn on or off individual companies

Company	On/Off
24/7 Real Media	<input type="radio"/> On <input type="radio"/> Off
Adconion Media Group	<input type="radio"/> On <input type="radio"/> Off
AOL	<input type="radio"/> On <input type="radio"/> Off
AudienceScience	<input type="radio"/> On <input type="radio"/> Off
blinkx	<input type="radio"/> On <input type="radio"/> Off
Crimtan	<input type="radio"/> On <input type="radio"/> Off
Google	<input type="radio"/> On <input type="radio"/> Off
Microsoft Advertising	<input type="radio"/> On <input type="radio"/> Off
NuggAd	<input type="radio"/> On <input type="radio"/> Off
Specific Media	<input type="radio"/> On <input type="radio"/> Off
Tribal Fusion	<input type="radio"/> On <input type="radio"/> Off
Unanimis	<input type="radio"/> On <input type="radio"/> Off
ValueClick Media	<input type="radio"/> On <input type="radio"/> Off
Yahoo!	<input type="radio"/> On <input type="radio"/> Off

- Further independent redress to the public is provided through EASA's system for advertising self-regulation, involving national Self-Regulatory Organisations (SROs)
- SROs bind all players, including third-parties who have not signed up to the Framework, website operators, advertisers, agencies, etc.
- SROs operate tried and tested complaint-handling processes, including via easy-to-use Online Complaint Forms
- SROs publish the outcomes of their formal investigations, ensuring transparency and 'naming and shaming' those found to have broken the rules
- For further information, please go to:
 - www.youronlinechoices.com
 - <http://www.easa-alliance.org/page.aspx/386>



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Home

Welcome to a guide to online behavioural advertising and online privacy.

On this website you'll find information about how behavioural advertising works, further information about cookies and the steps you can take to protect your privacy on the internet. There's a simple guide to online behavioural advertising to provide you with the basics if you don't have time to navigate all the information on this site. And if you don't find the information here that you're looking for you can drop us a line.

ABOUT: 

FAQS: 


FIVE TOP TIPS: 

MAKE A COMPLAINT: 

YOUR AD CHOICES: 

GOOD PRACTICE: 

JARGON BUSTER: 

DOWNLOAD GUIDE: 

HELPFUL INFORMATION: 

talk to use

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