

ABC and Online Behavioural Advertising - OBA



Setting the standard

What is Online Behavioural Advertising?

Online behavioural advertising (OBA) is a method used by websites and ad networks to increase the effectiveness of the ad campaigns they run. It collects information on web-browsing behaviour, such as pages visited or searches completed, to select which adverts to serve.

What is ABC's Role?

The IAB UK has developed a set of Good Practice Principles for companies using OBA data.

The IAB UK approached us to audit these companies to provide independent assurance that key elements of the Good Practice Principles have been adhered to. In addition, JICWEBS has endorsed our work in this area.



What are the Good Practice Principles?

Because of a lack of transparency in the marketplace, concerns were raised that some companies were collecting personal information (called PII - Personally Identifiable Information) to build OBA profiles and that this could potentially intrude on consumer rights to privacy.

The EU therefore adopted new legislation (the EU ePrivacy Directive) to protect the public which is now required to become part of UK legislation by June 2011.

The IAB UK Good Practice Principles (GPP), outlined in March 2009, came in response to this legislation and other public led initiatives. It's based upon three core commitments:

1. Clear notice that OBA data collection and its usage is happening
2. A choice as to whether you want to decline or opt out
3. Education to help internet users to better understand the "good" practice.

How does ABC Audit compliance with the GPP?

Companies (called Signatories) sign up to the IAB Good Practice Principles and then self-certify their compliance to these principles using a Self Certification Questionnaire.

Our audit provides independent assurance that key elements of their self-certification is correct for the period tested. It checks for evidence to support the answers in the questionnaire. It reviews the Signatories activity for a specific period (a minimum of three months) in the six months after they complete their self-certification.

The audit requires proof of compliance with key elements of the principles for OBA which includes use of appropriate insertion orders with advertisers, contracts with Site Publishers and educational materials for the benefit of the public, including clear opt-out instructions.

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What does this mean for the industry?

- OBA Certification by us reinforces the commitment of these digital players to consumers' online privacy.
- The Good Practice Principles are backed by the Information Commissioner's Office (ICO), OFCOM and the UK Government.
- The OBA Audit we deliver is supported by JICWEBS.
- JICWEBS (Joint Industry Committee for Web Standards) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers and advertisers from the following industry bodies: AOP, IAB, IPA, IPA Digital, ISBA, NPA and NS (see www.jicwebs.org).

Summary

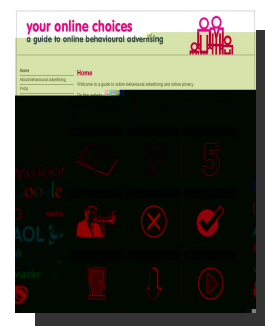
Our audit delivers a badge of compliance to the Signatories for their adherence with key elements of the Good Practice Principles. This independent verification builds trust in online behavioural advertising through increased transparency.

Want more information?

For further information on the Good Practice Principles, including jargon busters, consumer guides and FAQs please visit:

www.youronlinechoices.co.uk.

For more information about our OBA Certification visit: www.abc.org.uk



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