



# RESPONSIBLE PRACTICES IN ONLINE BEHAVIOURAL ADVERTISING

## How EDAA's self-regulatory programme benefits your business

The European Interactive Digital Advertising Alliance (EDAA) delivers a future proof and technology-neutral self-regulatory programme in online behavioural advertising (OBA), developed with and for the online advertising industry. With growing concerns around privacy, advertisers are looking for business solutions to rebuild consumer trust through enhanced transparency and user-control. Our framework allows your business to complement existing legislation, whilst ensuring that the online advertising industry continues to help Europe's digital sector thrive and innovate.

### THE GOLD STANDARD IN ONLINE BEHAVIOURAL ADVERTISING

EDAA's programme enables companies to leverage the full benefits of OBA for clients while adhering to effective principles of transparency, choice and control.

#### HOW IT WORKS: IN 3 STEPS

**STEP 1**  
**JOIN THE PROGRAMME**

Be transparent: use the OBA icon; get listed on youronlinechoices.eu.

**STEP 2**  
**SELF-CERTIFY YOUR BUSINESS**

Demonstrate compliance within six months of joining the programme.

**STEP 3**  
**INDEPENDENTLY VERIFY YOUR COMPLIANCE**

Within eight months of joining, you can receive the trust seal highlighting your compliance to the market.

#### OUR SUCCESS IN NUMBERS

**+160 BILLION**  
icons delivered in 2014 in Europe<sup>1</sup>

**106**  
companies currently listed on youronlinechoices.eu<sup>2</sup>

**113**  
companies self-certified<sup>3</sup>

**82**  
EDAA trust seals awarded<sup>4</sup>

#### HOW THIS BENEFITS YOU

##### COMPETITIVE ADVANTAGE

EDAA's self-regulatory programme is a competitive differentiator for a company: it can position you as a market leader in OBA by helping your clients enhance consumer trust through transparency and user-control.

**+200**   
companies are already supporting the programme, including SMEs and larger players across the European online digital advertising landscape

##### FAVOURABILITY AND BRAND TRUST

Being compliant with the programme is a responsible action for a company, enabling businesses to apply a gold standard for consumer transparency, choice and control.

**54%** of consumers in Portugal

**43%** of consumers in Spain

... are more favourable towards OBA when presented with the programme

##### ONE-STOP SHOP ACROSS EUROPE

The programme is pan-European, meaning a single commitment with EDAA enables consistent implementation and certification processes across all European markets and provides companies with a single contact point.

EDAA's consumer platform youronlinechoices.eu is available in ...

**33** European countries **27** different languages

In 2014, the platform averaged ...

**1.7 MILLION** monthly visitors



##### PROTECTS INDUSTRY INNOVATION AND GROWTH

The programme is future-proof and technology-neutral, enabling the European advertising industry's ability to further innovate across platforms in an increasingly competitive digital world.

In 2014, online advertising in Europe experienced ...  
**11.9%** growth, resulting in **€27.3 BILLION** market value<sup>5</sup>

Since the start of the OBA self-regulatory initiative, the European Commission has run ...

**8** EU multi-stakeholder roundtables on OBA consistently supporting the initiative

#### JOIN THE PROGRAMME!

**VISIT US AT EDAA.EU** to learn more about the European self-regulatory programme and the steps you can take to get compliant today (edaa.eu/faq).

**HEAD OVER TO YOURONLINECHOICES.EU** to see how EDAA empowers consumers with greater choice and control online.

**FOLLOW US AT @EDAATWEETS** for the latest updates on the OBA self-regulatory programme in Europe.