



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 Europe¹

106
companies currently listed on youronlinechoices.eu²

132
companies self-certified³

91
EDAA trust seals awarded⁴



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.

 **59%** of consumers in Ireland

 **56%** of consumers in Portugal

... 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

Jan - Nov 2015: the platform averaged ...

2.9 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 2015, online advertising in Europe experienced ...

 **11.8%** growth, resulting in **€30.7 BILLION** market value⁵

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](https://twitter.com/EDAATWEETS) for the latest updates on the OBA self-regulatory programme in Europe.

1. 2014 Ghostery and TRUSTe. / 2. Figures as of November 2015. / 3. Figures as of November 2015. / 4. Figures as of November 2015. / 5. IAB Europe, 2 July 2015.

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