

# A QUICK GUIDE TO AdChoices Compliance


## STEP 1

### Display an Enhanced Notice for Interest-Based Advertising (IBA).

Individuals should be able to click or tap on an Enhanced Notice that brings them to a disclosure featuring information about your company's IBA practices.



#### What qualifies as Enhanced Notice?

**On websites**, the most effective way to provide Enhanced Notice is to include the AdChoices icon (  ) with accompanying text "AdChoices" or "Choix de pub" somewhere 'above the fold' on each page where data is collected or used or IBA.

**On mobile apps**, Enhanced Notice may take the form of an interstitial or pop-up that forms part of the onboarding process for the app or by displaying the AdChoices icon somewhere in plain view inside the app (e.g., in the app's hamburger menu).

## STEP 2

### Provide a meaningful description of IBA practices.

The meaningful description should explain in plain language: what information is being collected (e.g., information about browsing activity on websites, activities across apps, etc.), who it is being disclosed to (e.g., Third Party companies), and what it is being used for (e.g., to serve more relevant online ads).

The disclosure must also confirm that opting out is possible, with a link to an opt-out tool.



#### Know who your company is doing business with.

First Parties are responsible for keeping track of the Third Parties collecting and using data for IBA on their websites or mobile apps.

Review Third Party partnerships regularly, keeping apprised of which Third Parties are present on your digital properties and providing opt-outs for each.

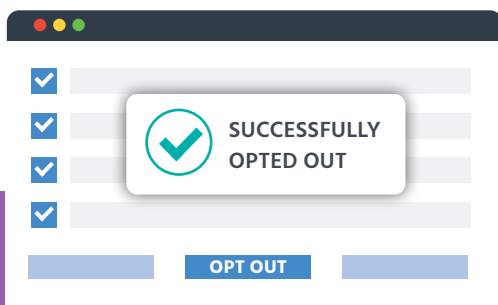
Protect your company contractually from any unauthorized access to your IBA data.

## STEP 3

### Offer an effective tool for opting out of IBA.

Participants should link to opt-out tools within their disclosures about IBA. These tools should be easy to use and work effectively, allowing the individual to opt out of all Third-Party companies that collect and use data for IBA.

**For websites**, we recommend linking to the DAAC's WebChoices and Token ID-Based Choices tools. **For mobile apps**, it is sufficient to describe how to opt-out of ad tracking on various devices' operating systems (i.e., iOS and Android). However, we recommend linking to the DAAC's AppChoices tool to allow individuals to exercise their choices for cross-app IBA.



#### Be clear with users about their opt-out status.

It is important to ensure that individuals receive a confirmation message or other clear notification or feedback that assures the individual that they have successfully opted-out.

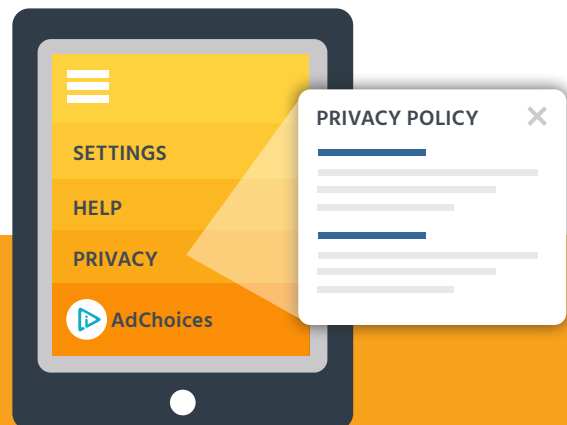
Even if your company has its own choice mechanism, be precise and transparent about what people are opting out of: the collection and use of data for interest-based advertising by Third Parties on your website or app. We still recommend linking to the DAAC's tools even if you provide your own.

## STEP 4

### Ensure that your disclosures and opt-out tools can be accessed at any time.

The disclosures and opt-out tools should be easy to find, whether through a meaningful description, privacy policy, cookie policy, or a dedicated AdChoices or interest-based advertising page on a website or in an app.

The individual should always be able to find information about your company's IBA practices.



#### Be consistent.

Many participants link an Enhanced Notice to a dedicated page about IBA where access to an opt-out tool is included. In other cases, participants choose to link their Enhanced Notice directly to the relevant portion of their privacy policy. It is recommended that the content of any policy or disclosure that addresses IBA is accurate and up to date. Aim to use plain language as well.

An outdated privacy policy may fail to provide full disclosure about data collection and use for IBA, even if your dedicated AdChoices or IBA page describes it. Ensure that all information and policies on your website and apps are updated to be consistent with one another.