

A Programme trusted by the industry



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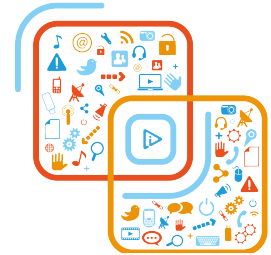
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European Interactive Digital Advertising Alliance 2020 Activity Report

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Chair's Remarks, by Angela Mills Wade

2020 has been a year of reckoning, globally and virtually. The tragic – and ongoing – COVID-19 pandemic has forced everyone to change their habits and way of life. A 2020 survey by Ofcom found that UK adults are now spending more than a quarter of their waking day online – the highest on record. With so much more time spent online, data privacy and digital advertising, as all aspects digital, have become of even greater importance and have therefore logically come under even greater scrutiny, by policymakers, media and online citizens.

In the European Union the digital advertising industry saw shifting consumer expectations and a number of notable data privacy regulatory enforcement actions, provoking a further inflection point on company practices. This is precisely why, as things move faster and further, the efficient, quick-to-adapt nature of self-regulation is so essential as we move forward. Though GDPR is firmly established, a package of further regulatory proposals are in the pipeline: the long anticipated ePrivacy Regulation, yet also the Digital Services Act (DSA) and the Digital Markets Act (DMA). These will have a profound impact on the distinctly European environment in which companies can operate. This challenging, yet ambitious, EU agenda will impact the digital advertising industry's work and citizens who interact with us for years to come. In this climate, EDAA and its governing associations - representing the entire online advertising

ecosystem - continue to provide meaningful self-regulatory solutions towards enhancing consumer trust in data-driven advertising. Our associations comprise publishers, broadcasters, ad agencies, brands, and advertising technology platforms; every player doing their part in supporting companies, through the EDAA, to provide a clear and transparent value exchange to consumers whilst improving their online advertising experience.

EDAA is a voluntary Programme to promote good practice across the digital advertising industry. As such, what we have delivered over the past nine years has been significant: traction across the industry with 140 participating companies today, year-on-year improvements in recognition and support, hundreds of billions of AdChoices icons delivered, consumer awareness campaigns in 13 European markets with over 935 million impressions delivered, and an informational site available in 33 markets and 27 different languages with tens of millions of visitors. These aren't just large, flashy numbers. These are meaningful. Each and every Icon delivered represents a real opportunity for internet users to learn more about why they see the ads they see online; and each and every visit to YourOnlineChoices represents an outlet to learn and understand more, express preferences, and raise queries or complaints with national advertising standards bodies in their own local markets, in their own language, and for free. In terms of the programme as originally constructed, the industry delivered and surpassed its commitments.

We will continue to build on our record in new and innovative ways harnessing the well-recognised AdChoices icon to give consumers in-context, real time information about how their data was used to



serve advertising to them. Self-Regulation must, and will, evolve to meet the dramatic shifts we're seeing in our society and to do so effectively, we need to understand what is driving behavioural changes, even more so in these troubling times. EDAA has been working hard to do just that. Following our multi-market consumer research in 2019 to determine how EU citizens perceived digital advertising since GDPR came into effect, EDAA expanded its consumer education by delivering a comprehensive set of resources where it perhaps matters most: in the classroom.

To tackle this challenge, EDAA partnered with MediaSmart, the UK advertising industry's media literacy programme, to produce an educational resource designed to help students aged 11 to 16 better understand digital advertising in the context of the value exchange – looking at how they are sharing data, its implications, and how to make informed decisions about what and how they share information online. The resource was launched in the UK in November 2020, and we will soon aim to expand this into other European markets. This resource could not be more timely. With the pandemic ever so present, unable to meet face to face, young people are spending more time online – for study, socialising and a variety of activities.

“Consumer education, across all ages, is fundamental to building trust, understanding and public interaction towards a vital economic driver in the UK and Europe, and we hope this resource provides a visual and accessible means for young consumers to engage.”

Angela Mills Wade, November 2020

As we now focus on greater transparency and education at the core of EDAA's work, we must set the bar high. EDAA is working tirelessly in broadening the scope of the Programme, from OBA to data-driven advertising, which is of course broader to digital advertising and more comprehensive towards our educational goals and intuitive to consumers. EDAA is also aiming to develop easily accessible content and educational resources on the centralised youronlinechoices.eu consumer-facing website; around three key aspects: (i) how digital advertising works; (ii) the digital advertising value exchange; and (iii) what the industry programme enables for consumers.

This 2020 Activity Report offers a glimpse of EDAA's work undertaken to pave the way to addressing these crucial issues. As always, EDAA will continue 1) to provide invaluable services to all its participating companies and offer credible evidence of what effective self-regulation can achieve; and 2) to deliver industry-critical, consumer-facing self-regulatory solutions for data-driven advertising.

As I've begun my second mandate as EDAA Chair in June 2020, it's an honour to lead this organisation at such a critical moment in the development of the European digital advertising market! Now more than ever, we at EDAA are committed through this next phase of our developments to engaging in cross-industry discussions with all players about providing consumers with greater transparency and controls, alongside better education to navigate their digital rights and responsibilities in today's self-regulatory landscape.

About EDAA

The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation founded in 2012 and based in Brussels. It is responsible for enacting key aspects of the European Industry Self-Regulatory Programme for Data-Driven Advertising across Europe. EDAA acts as the central licensing body for the AdChoices Icon, a consumer-facing, interactive symbol that links consumers to www.youronlinechoices.eu, an information portal and Consumer Choice Platform that provides technical means for consumers to exercise transparency and control over Data-Driven Advertising.



EDAA is governed by a European industry coalition representing advertisers, the advertising agency sector, the direct marketing sector, the advertising technology sector and the media sector, which make up the value chain of data-driven advertising within Europe and act to ensure pan-European consistency in approach.

EDAA's self-regulatory initiative and guiding principles are laid out in the following European Principles:

1. The **European Industry Self-Regulatory Framework on Data-Driven Advertising** is based on 7 key principles for responsible Data-Driven Advertising: notice, user choice, data security, sensitive segmentation, education, compliance and enforcement, and review. Its objective is to secure the future of Data-Driven Advertising as an effective business practice in the toolbox of marketers, by ensuring that internet users can understand and control the advertising preferences they make online.
2. The **EASA Best Practice Recommendation on Online Behavioural Advertising** builds on the Framework and provides an industry-wide standard for Data-Driven Advertising, ensuring that the entire advertising ecosystem is covered. With the adoption of the Best Practice Recommendation, national advertising self-regulatory organisations commit to applying self-regulatory standards for Data-Driven Advertising, integrating the principles of the recommendation into their Codes, and handling complaints thereon. EASA is the single authoritative voice on advertising self-regulation issues in Europe.
3. The **Self-Certification Criteria for Participating Companies** aims to provide companies participating in the EU Self-Regulatory Programme on Data-Driven Advertising with a comprehensive set of criteria for self-certification of compliance, which shall



be limited to requirements applicable to each participant's business model. However, should a participant company be subject to multiple obligations, self-certification must cover all such applicable provisions. In other words, if a company fulfils more than one role in the advertising ecosystem, then it should comply with the requirements applicable to each of these roles

4. The **Mobile Principles** confirm the application of the existing Principles of transparency and control to mobile web-browsing and extend the scope of the Programme to cover the collection and use of:

- cross-application data
- location data
- personal device data



Companies in the mobile advertising space are required to provide enhanced notice and choice to consumers with regard to their Data-Driven Advertising practices, through the well-recognised 'AdChoices Icon', and Consumer Choice Platform at www.YourOnlineChoices.eu.

5. EDAA also provides guidance to companies and approved Certification Providers with regard to verifying compliance with the **guidelines around the integration of the AdChoices Icon to video ads**. The guidelines propose specifications for the video environment, including the size, positioning, duration of display and linking options for the Ad Marker, which should be displayed directly in the corner of the ad. Video advertising is currently presented in multiple formats, most commonly in-stream as part of the delivery of video content, but also in other formats where video advertising is presented independent of video content; the guidelines cover these various formats.



EDAA actively administers the Programme based on the latest iteration of these principles, a clear and comprehensive certification process, and a strengthened enforcement and compliance of the Principles.

Find more information at www.edaa.eu/what-we-do/european-principles/

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Catherine Armitage
WFA



Matt Payton
AER



Angela Mills Wade has been the EDAA Chair since June 2018. Angela has been the Executive Director of the European Publishers Council (EPC) since 1991, a high-level group of Chairmen and CEOs of leading European media groups. Angela is Vice-Chair of EASA (European Advertising Standards Alliance) and a member of the Boards of the UK Copyright Hub, News Media Coalition and Reporters without Borders UK. In 1999 Angela founded Europe Analytica, an independent public affairs consultancy in Brussels specialising in the media and creative industries, marketing and digital communications - working with companies, leading associations and supporting EU innovation and technology projects.



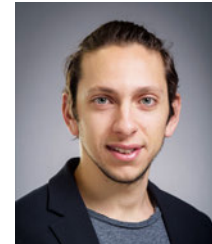
EDAA Secretariat



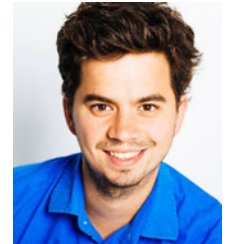
Ionel Naftanaila
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David Barron
Director of
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Giorgio La Rosa
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& Compliance
Coordinator



Robin de Wouters
Communication
Coordinator

EDAA Self-Regulatory Toolkit

How EDAA's self-regulatory programme benefits consumers and businesses

EDAA delivers a technology-neutral self-regulatory programme in data-driven advertising, developed with and for the online advertising industry. With growing concerns around privacy, the advertising ecosystem is looking for business solutions to rebuild consumer trust through enhanced transparency and consumer control. Our framework allows businesses to complement existing legislation, whilst ensuring that the online advertising industry continues to help Europe's digital sector thrive and innovate.

1. The AdChoices Icon

The AdChoices Icon is licensed by EDAA for use across European markets and provides notice and transparency to consumers. The AdChoices Icon creative – and its accompanying “AdMarker” language for each European market – is at the heart of the initiative and has become a globally recognised symbol for the benefit of business and consumers.



Businesses looking to learn more should consult our FAQs at www.edaa.eu/faq or apply for a licence at www.edaa.eu/apply-for-licence/

Icon Delivery

Though companies can implement the AdChoices Icon ‘in-house’, choosing to outsource delivery of the AdChoices Icon should be done by an Approved Provider to ensure compliance. EDAA has approved two companies – Evidon and TrustArc – as “Icon Providers”, offering credible solutions that ensure that all companies are able to integrate the AdChoices Icon according to the technical conditions and standards required for compliance. It is the responsibility of the company outsourcing this role to hold a valid licence from EDAA.

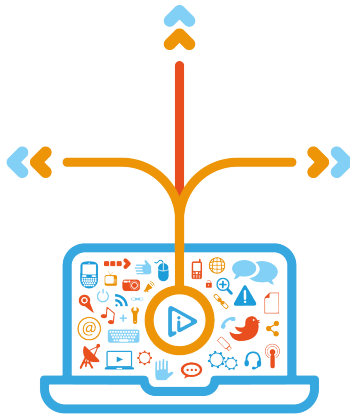


As of 31 December 2020, 140 companies were participating in the EDAA Self-Regulatory Programme on Data-Driven Advertising.

Increasing visibility

In 2020, over 150 billion Icons were delivered on online ads across Europe, through a combination of the approved Icon Providers, Evidon, from Crownpeak; and TrustArc.

The figure above does not include the vast number of icons delivered by companies that choose to integrate the AdChoices Icon 'in-house'.



2. www.YourOnlineChoices.eu

EDAA created www.YourOnlineChoices.eu, a consumer-facing portal, to empower consumers with greater transparency, choice and control over Data-Driven Advertising.

The www.YourOnlineChoices.eu website provides:

- Clear and understandable information about what Data-Driven Advertising is, how it relates to the consumer, and how it helps to fund content and services consumers enjoy online;
- A mechanism for consumers to exercise meaningful choice and control over their advertising preferences;
- A mechanism for consumers to make a complaint, where concerns are raised about a company's data-driven advertising practices.



A screenshot of the website interface. The background is a close-up of a person's hands typing on a white keyboard. Overlaid on the keyboard is a white rectangular box containing text for 'edaa for Internet Users' and 'edaa for Companies'. To the right of the keyboard, there is a blue sidebar with the heading 'Please select your location:' followed by a list of countries with arrows pointing to the right. The countries listed are Austria, Belgium (Flemish) / (French), Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg / (French), Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland (French) / (German) / (Italian) / (Romansh), Turkey, and United Kingdom.

Please select your location:

- Austria
- Belgium (Flemish) / (French)
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Iceland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg / (French)
- Malta
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland (French) / (German) / (Italian) / (Romansh)
- Turkey
- United Kingdom

In 2020, traffic to the website reached over 26 million pageviews, a marked increase from the 18.5 million total recorded in 2019.

Consumer Choice Platform

The country-specific versions of the www.YourOnlineChoices.eu Platform include all EU and EEA markets, as well as Switzerland and Turkey. Each version is developed in the consumer's local language. The site is accessible today in 27 different languages across 33 markets.

As of 31 December 2020, 92 companies were active on the Consumer Choice Platform, providing consumers with the means to effectively communicate their online advertising preferences.

Turn on or off individual companies.

Company	On/Off	Status	Info
1plusX	 <input checked="" type="radio"/> On <input type="radio"/> Off	?	▼
33Across	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
4W MARKETPLACE SRL	 <input checked="" type="radio"/> On <input type="radio"/> Off	?	▼
Accordant Media	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
ADARA	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
Adbrain	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
AddThis	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
ADEX	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
Adform	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
AdGear	<input checked="" type="radio"/> On <input type="radio"/> Off	?	▼
ADDITION	 <input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼

The Platform is also optimised for mobile, providing a recognisable interface and consistent consumer experience across devices.

3. Programme Developments

In light of legislative and market developments, 2020 was a key year to re-evaluate EDAA's positioning and objectives going forward. As initial outcomes of this process, preparations are already well advanced for significant changes in two aspects of the Programme.

Transparency

As a vehicle towards even greater degrees of consumer-facing transparency, the AdChoices Icon will be utilised to provide layered and user-friendly information to the internet user on the advertising actors that are involved in the delivery of a tailored ad. This goes beyond the existing model to flag any actor involved in a specific ad delivery chain, rather than the last actor in the chain. The enhanced transparency will be made possible through an improved interstitial. Once implemented, these technical specifications and implementation guidelines would be used by virtually all stakeholders of the EDAA Programme:

- participating companies
- Icon Providers (TrustArc and Evidon)
- Certification Providers (ABC, BPAWW, ePrivacy, TrustArc)
- Advertising Self-Regulatory Organisations as enforcement bodies when handling consumer queries and complaints and assessing companies' compliance



Adapting the Principles

To improve the clarity of implementations and companies' efforts to comply, these documents are currently undergoing a comprehensive review process, being consolidated and adapted accordingly, under the EDAA brand. They will accommodate a number of programme developments currently under multi-stakeholder discussion, with more information being made available later in 2021.

EDAA joins W3C debate

In April 2020, EDAA joined the **W3C's (World Wide Web Consortium) Improving Web Advertising Business Group** to monitor the progress made towards a future cookie-less environment. As a pioneer in advertising self-regulation, EDAA already administers a long-standing, technology-neutral programme, which is by no means restricted to companies using cookies. As such, it is of utmost importance to remain innovative amidst a challenging and rapidly evolving ecosystem, and participating companies can rely on EDAA to be fully attuned to the latest developments as we further develop our principles-based approach.

EDAA joins TechLab

We are very pleased to have joined IAB TechLab, to bring the European Self-Regulatory perspective to the **REARC** industry efforts. EDAA is a leading voice towards the transparency work, encouraging interoperability between the EDAA programme's self-regulatory solutions and with the addressability and accountability work being developed under REARC.

www.YourOnlinechoices.eu Developments

On 15 January 2020, EDAA migrated its consumer choice platform www.youronlinechoices.eu to HTTPS. After a long process of planning

with all companies integrated on the platform, the migration was done in an effort to continuously improve the Programme for companies and consumers alike.

In 2020 EDAA also conducted a review of the site in a number of languages, making the content and structure more intuitive and responsive to the millions of users every year, providing information and tools to empower them whilst improving their online advertising experience. We continue to work on providing the best possible user experience on the youronlinechoices website.

Note concerning Brexit

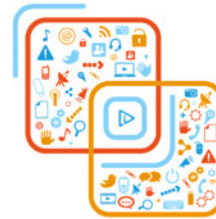
While Brexit will have significant changes on many fronts, it is not expected to impact the use of the AdChoices Icon and the YourOnlineChoices.eu platform. Users in the UK and in the EU will continue to have a seamless experience, being able to manage their digital advertising preferences regardless of the participating company's establishment in the UK or in the EU. Companies will be able to continue their participation in a consistent manner, directly through the EDAA as a centralised administrative body, for their own companies (including subsidiaries and affiliates) across the UK and European markets.

4. Data-Driven Advertising explainer video

Check out EDAA's video explaining data-driven advertising and how to use EDAA tools available to all internet users. To find out more about data-driven advertising and how it helps provide consumers with more relevant ads on the websites they visit, take a look at our explainer video below or visit the "Helpful Videos" page on www.YourOnlineChoices.eu.

Compliance & Enforcement

1. Certification Process



STEP 1 - APPLY TO START USING THE OBA ICON

Any company involved in OBA, including first and third parties, may apply to start using the Icon. The application form is available on www.edaa.eu



STEP 2 - INTEGRATE ON THE CONSUMER CHOICE PLATFORM

If you actively collect data which may subsequently be used for OBA purposes, you must also integrate on the www.YourOnlineChoices.eu Consumer Choice Platform.



STEP 3 - COMPLY WITH THE EUROPEAN SELF-REGULATORY PRINCIPLES FOR OBA

Self-certification



Within 6 months of starting to use the OBA Icon or being integrated on the Consumer Choice platform, participating companies will be required to self-certify their compliance with the European Principles.

Independent certification



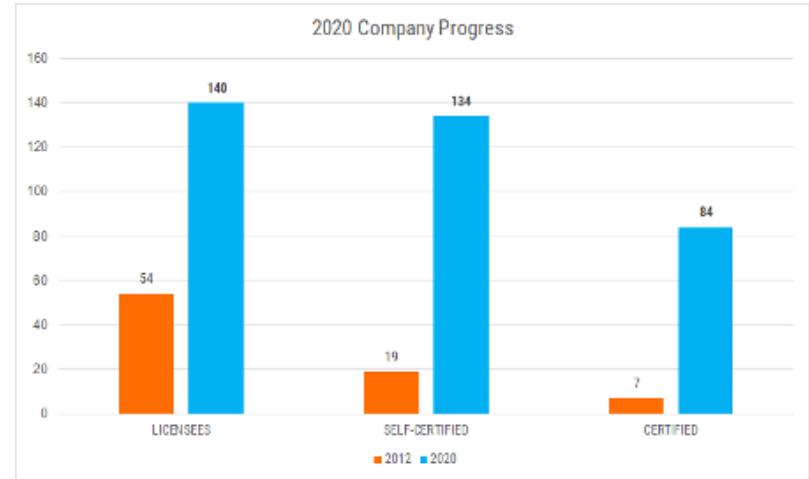
Within 8 months of joining the Programme, all “third-parties” must independently verify their compliance with an approved Certification Provider, who will grant successful companies a renewable Trust Seal, which has a significant market value to compliant businesses, conveying a good sense of trust and good standing towards consumers and business partners.



The four Certification Providers EDAA has approved (ABC, BPA Worldwide, ePrivacy & TrustArc) maintain the ongoing monitoring of compliance, while now also including a biannual up-weighted check aimed to cover the areas of higher compliance risk.



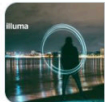
2020 Company Progress



Company testimonials



The EDAA Trust Seal demonstrates compliance and inspires trust in the market, illuma are delighted to support this initiative [@EDAATweets](https://bit.ly/2JUlrRp) @MarTechSeries @ABC_UK #martech #contextualtargeting #audience targeting



illuma Receives EDAA Trust Seal From ABC
illuma has received the EDAA Trust Seal from industry-owned media auditor ABC, demonstrating compliance in accordan...
martechseries.com

10:15 AM · Jun 13, 2019 · TweetDeck

3 Retweets 4 Likes



Honored to be awarded the @EDAATweets Trust Seal! The initiative was developed by leading European bodies to introduce pan-European standards to enhance transparency and user control for Online Behavioural Advertising. Learn more: bit.ly/3lu4gWp



Proud to be certified and @EDAATweets approved ✓

EDAA @EDAATweets · Dec 15, 2020

Congratulations to @EmerseGlobal @Skimlinks, @myntelligence & @DeltaProjectsAB for being awarded the EDAA #TrustSeal, as they continue to meet industry standards for #DataDriven #Advertising 🙌

edaa.eu/participating-...

4:07 PM · Jan 13, 2021 · Twitter Web App

2 Retweets 4 Likes

2. EASA & SROs

EDAA supports EASA's tried and tested OBA Cross-Border-Complaints mechanism, which EDAA developed and provided exclusively to EASA, to facilitate the consumers' ability to register a complaint about a company's data-driven advertising practices to their national advertising Self-Regulatory Organisations (SROs) in their own language. Where relevant (actionable), complaints are then transferred to the national SRO in the company's "Country of Origin". All companies participating in the European Self-Regulatory Programme must designate one central country of origin, where they are engaged in decision-making for data-driven advertising activities. The competent SRO then handles the complaint, which includes investigation and sanctions (where appropriate) specifically tailored to data-driven advertising. The outcome is communicated to the SRO in the country of the consumer, which is then able to inform the consumer of the resulting actions of their complaint.

This coherent and consistent approach provides real benefits for both consumers and businesses, and is an example of a functional European Digital Single Market initiative.

The following SROs currently support the EDAA Programme:

- Bulgaria – Национален съвет за саморегуляция (HCC)
- France – Autorité de Régulation Professionnelle de la Publicité (ARPP)
- Germany – Deutscher Werberat (DWR)
- Greece – Συμβούλιο Ελέγχου Επικοινωνίας (ΣΕΕ)
- Hungary – Önszabályozó Reklám Testület (ÖRT)
- Ireland – Advertising Standards Authority for Ireland (ASAI)

- Italy – Istituto dell'Autodisciplina Pubblicitaria (IAP)
- Portugal – Auto Regulação Publicitária (ARP)
- Romania – Consiliul Roman pentru Publicitate (RAC)
- Spain – Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)
- Sweden – Reklamombudsmannen (Ro.)
- UK – Advertising Standards Authority (ASA)

These SROs cover nearly 400 of the approximately 515 million people in Europe, and planning is underway to ensure that further SROs extend their reach.

National SROs help to ensure effective enforcement of the rules in a coherent and consistent manner across Europe. A full list of SROs, along with contact information, can be found on the website of the European Advertising Standards Alliance (EASA): www.easa-alliance.org.

— WHY ADVERTISING SELF-REGULATION?

GOOD FOR BUSINESS



BUILDS TRUST

- Contributes to brand reputation
- Guarantees an impartial and level playing field

GOOD FOR CONSUMERS



PROTECTS CITIZENS

- Responds quickly and efficiently to consumer concerns
- Addresses societal changes

GOOD FOR POLICY MAKERS



COMPLEMENTS THE LAW

- Adapts to technological developments
- Drives jobs & growth

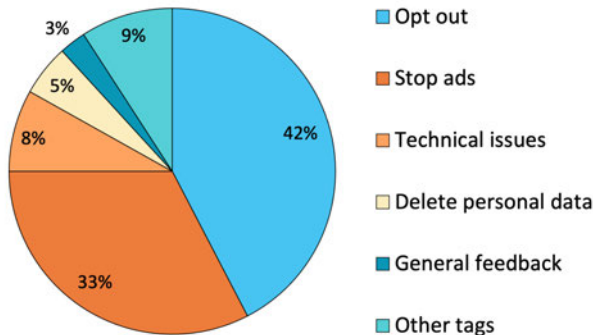


Under the European Industry Self-Regulatory Programme on Data-Driven Advertising, consumer complaints are handled in a consistent and coherent manner through the well-established mechanisms of national advertising Self-Regulatory Organisations (SROs) operating under the umbrella of EASA at European level.

3. Consumer queries to EDAA

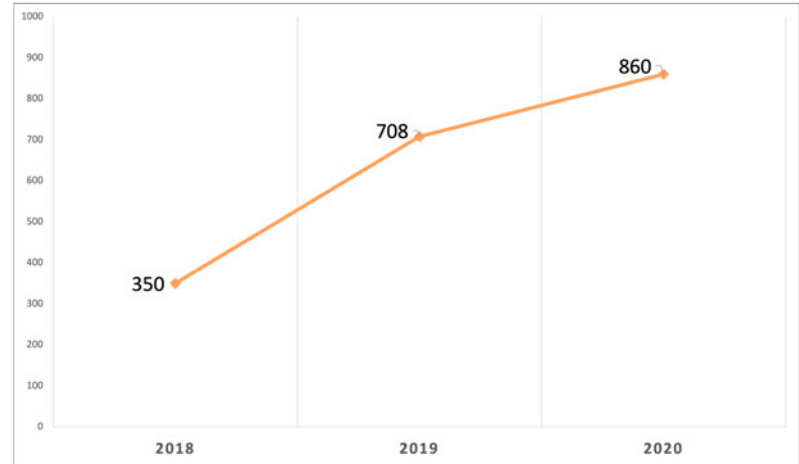
EDAA received a total of 860 consumer queries across 2020, up from 708 in 2019. The main queries tackled were the following:

1. **Opt out (42%)**: role and use of the Platform, how to manage cookies
2. **Stop ads (32%)**: how to remove ads while they are visiting websites (or search engines) and via email
3. **Technical issues (8%)**: users report various technical issues apparent when using YOC (often down to the user’s settings, which the EDAA works to explain and resolve).
4. **Delete personal data (5%)**: requests to have their email and/or personal data removed from certain websites, lack of understanding that EDAA does not collect this information itself



5. **General feedback (3%)**: users providing general feedback and suggestions regarding the YOC website.

Amount of queries year on year



Media Smart Educational Resource

How to manage your online ads

Consumer education was another key tenant regarding EDAA's programme development throughout 2020. This was based on three main pillars:

1. how digital advertising works;
2. the digital advertising value exchange;
3. what the industry programme enables for consumers.

The need for a reinforced educational programme is based on concrete evidence of consumer needs and expectations, defined in EDAA's ground-breaking consumer research in 2019 on how EU citizens perceive digital advertising since GDPR. More information can be found [here](#). EDAA has been working through creative partnerships with educational organisations to raise awareness on the benefits of self-regulation and the EDAA Programme developments.

MediaSmart Educational Resource

Our 2019 broad consumer research report demonstrated a gap in younger generations' knowledge of consumer rights towards digital advertising and data protection. Through a partnership with MediaSmart, EDAA has developed an educational resource whose primary aim is to aid young students in better understanding digital advertising in the context of the value exchange - looking at how they are sharing data, its implications, and how to make informed choices about what and how they share information online. This resource is meant for UK teachers (and parents) of students aged 11 to 16 and will be given in classrooms as part of the PSHE curriculum. The resource is also coming at a time where it is needed most. With the COVID-19 pandemic, more young people are spending time online for a variety of activities. As a result, their digital personas are heavily integrated and the implications of the data they share must be recognised. EDAA's partnership with MediaSmart demonstrates that this matter is being taken seriously and that consumer education has been and remains a top priority.

The new resource, titled 'How to manage your online advert experience', features a three-minute animated short film, as well

Characters



Jamal, 15, British. He loves listening to music. He just bought new headphones.



Agata, 17, German. She loves gaming and chatting to her friends online. Agata is in a wheelchair.



Camille, 16, French. She loves watching her favourite YouTuber and wants to buy her merchandise.



Amaya, 18 (TBC), British. Camille's favourite YouTuber.



as a compilation of classroom resources to support student discussions surrounding interest-based advertising and how you can best manage it. Included in the collection of classroom resources are activities, games and quizzes whose main purpose is to raise awareness of the various issues and questions regarding interest-based advertising. Additionally, this resource works to explain how this method of advertising funds many of the platforms that young people use on a day-to-day basis.

With online advertising expenditure, both in the UK and Europe, rapidly increasing, it is crucial that young people not only understand how online advertising works but how it can work best for them. Our learning works has introduced young students to the 'AdChoices Icon' and to www.youronlinechoices.eu as tools to manage online advertising experiences and has worked to reach EDAA's key aim at empowering young consumers with fundamental information. However, it also serves to offer companies the tools they need to be open, transparent and responsible in their digital advertising practices.

NEED TO KNOW!

YOUR ONLINE AD CHOICES

MediaSmart
Education from the Advertising Industry

HAVE you ever wondered why so many of your favourite online platforms are free – whether it's an app, a website or search engine? Well, it's quite likely that the platform is able to offer this because they make money by selling some of its online space to companies for advertising. This is called a value exchange.

WHAT IS INTEREST-BASED ADVERTISING?

Companies and brands want to find the most relevant audience to sell their products or services to. That might just be you! One of the ways they do this is through interest-based advertising. You might also have

heard people talk about 'personalised adverts'. That's the same thing. Today, online or digital advertising is where businesses spend the biggest chunk of their budgets – bigger even than TV spend!

IS INTEREST-BASED ADVERTISING A GOOD THING?

Well, it can be pretty useful – maybe to help you find something you've been looking for online or to find out about new things relevant to your interests.

But it can sometimes get a bit annoying, right? Ever searched for something online, bought it and then had ads still popping up for it when you go online?

WHY DOES IT EXIST?

One of the reasons digital advertising is so appealing to advertisers is because it is easier to reach the right audience.

Instead of spending their money telling all 66m people in the UK about their shiny new thing, they can tell just those who seem most likely to buy. They might look for people of a certain age or with specific interests like sports, travel or hobbies.

CAN I CONTROL WHAT ADVERTS I SEE ONLINE?

A lot of the time you can. Look for the **AdChoices icon** embedded in or around adverts and set your personal preferences. The **AdChoices icon** looks like this! →

You can find out a bit more by going to the **YourOnlineChoices** website run by the EDAA (in plain English that stands for the European Interactive Digital Advertising Alliance).



GET INQUISITIVE!

Next time you pick up or log onto a device, see if you can spot any online adverts that you think have been directed specifically to you because of your interests.

On average, someone in the UK sees 6,000-10,000 ads a day, so it shouldn't take you long!

Can you work out why they are trying to sell something to you? Is it because you are of a certain age, live in a particular area or have searched for something similar on the internet?



TEST THE GROWN-UPS!

Ever feel like you know more about the online world than some of the adults around you? We're all living in a fast-evolving digital world and even parents and teachers can find it hard to keep up. Ask them if they know what interest-based advertising is and how it can be managed online.

If you, or they, want to find out a bit more, go to www.mediasmart.uk.com/secondary-resources

Find out more by watching our **three-minute animated film** at mediasmart.uk.com/manage-your-online-advert-experience

Teachers can also download the **free PSHE educational resource** on 'How to manage your online advert experience', created by Media Smart, from the same place.

🔍 **Managing the adverts I see online**

Search



Launch Webinar

#GetMediaSmart #EDAAEmpowers

The official launch of EDAA's new educational resource took place on 4 November 2020. The webinar showcased the educational resource alongside the three-minute animated film. Hosted by Media Smart Chair and CEO of Omnicom Media Group UK, Dan Clays, speakers included Chi Onwurah MP, Shadow Minister for Science, Research & Digital, Angela Mills Wade, Chair of EDAA and Will Gardner OBE, CEO of Childnet - who also spoke about Safer Internet Day 2021 which explores reliability online. This webinar was followed by a Q&A session.

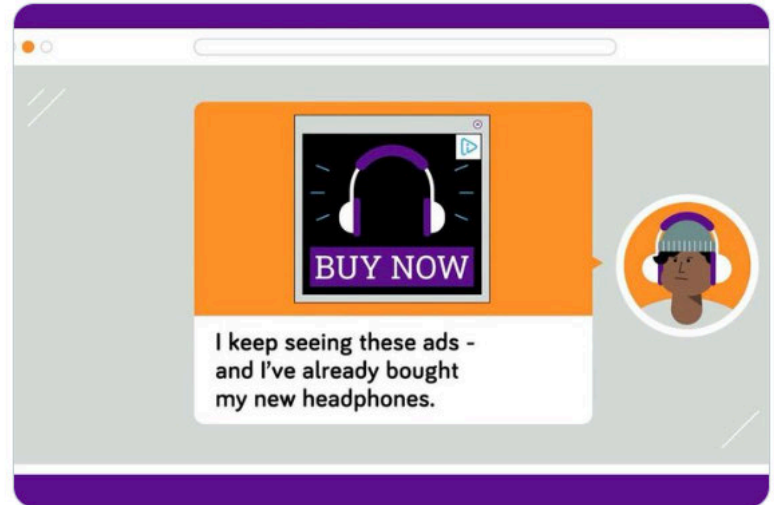
Roll out and initial success

The educational resource was followed by a month-long dedicated social media campaign by both EDAA and MediaSmart. From the launch date through to December 2020, the educational resource received a Facebook reach of over 90,000. As for the MediaSmart website itself, the month of December saw 16,134 visitors, up from 13,020 in November. These led to a total of 314 new registrants, the majority of which are teachers. In 2021 we aim to extend the resource further with increased social media campaigning, as well as roll it out in further European markets.



Campaign ✓
@Campaignmag

Media Smart launches resource to help young people manage online ads buff.ly/3iEIHAT



12:51 PM · Oct 8, 2020 · Buffer



Media Smart

MediaSmart is the UK advertising industry's award-winning education programme. Their mission is to ensure that every child, aged 7-16, can confidently navigate the media they consume. This includes being able to identify, interpret and critically evaluate all forms of advertising. Set up in 2002, it is a non-profit organisation, funded by the industry, that creates free media and digital literacy resources for teachers, parents and youth organisations. Recent education resources have focused on social media, digital advertising, influencer marketing and body image.



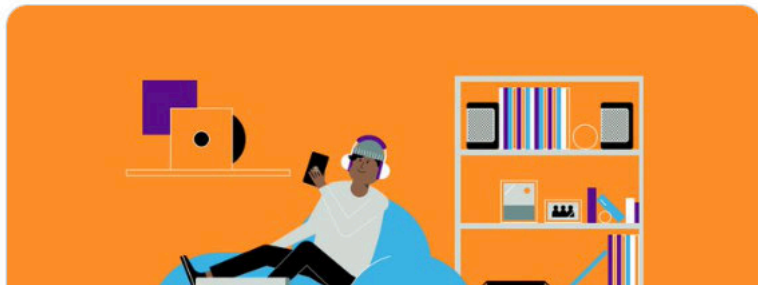
Media Smart's proud supporter base brings together advertisers, agencies, media and trade bodies. For the full list visit the website here.

Media Smart Retweeted



ISBA
@ISBAsays

New @MediaSmartUK and @EDAATweets education resource helps young people get smart with online ads - isba.org.uk/news/new-educa...



Media Smart Retweeted



Stephen Woodford
@StephenWoodford

Another excellent campaign from @MediaSmartUK and huge thanks to @EDAATweets and @First_News for their support for this important education initiative

Media Smart @MediaSmartUK · Oct 9, 2020

We wrote a special report on our new resource with @EDAATweets for @First_News (the No1 children's newspaper in the UK) helping young people to get smart about online adverts. 🙌

One to show the kids in your life who are regularly online.

@FirstNewsEditor #OnlineAdvertising

The infographic is divided into two main sections. The top section, 'CAN I CONTROL WHAT ADVERTS I SEE ONLINE?', explains that users can control ads by using the AdChoices icon, which is embedded in or around ads. It provides instructions on how to find out more by going to the YourOnlineChoices website, which is run by the EDAA (European Interactive Digital Advertising Alliance). The bottom section, 'TEST THE GROWN UPS!', discusses how parents and teachers can help young people understand online advertising. It notes that on average, someone in the UK sees 6,000-10,000 ads a day and provides a link to a resource for more information.

6:04 PM · Nov 14, 2020 · Twitter Web App

3 Retweets 5 Likes

Consumer Research on EDAA Programme

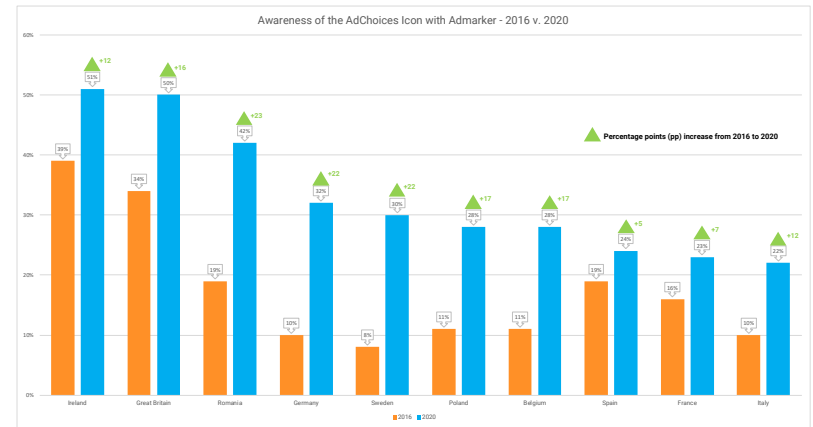
The 2020 European Advertising Consumer Research captures a panoramic view of consumer attitudes and awareness of the European Self-Regulatory Programme for Online Behavioural Advertising (OBA) across Europe.

The study was conducted by Ipsos MORI on behalf of EDAA from 30/11/2020 to 14/12/2020 with over 10,000 adults across 10 European countries interviewed online: Great Britain, Germany, France, Italy, Spain, Sweden, Poland, Belgium, Romania and Ireland.

Results show that awareness of the AdChoices Icon continues to rise across Europe and those who have seen the Icon are choosing to find out more, with at least 1 in 4 consumers in all ten European markets clicking on the Icon. The EDAA Programme can have a positive effect on attitudes too, with favourability towards online behavioural advertising rising in all countries surveyed.

A teaser of several key findings is presented below:

Awareness: Consumer awareness of the AdChoices Icon is highest in Ireland (51%) and Great Britain (50%). Across nearly all countries surveyed the recognition of the AdChoices Icon is greater when accompanied by the text e.g. “AdChoices”, but both manifest a strong and steady upward trend in awareness.

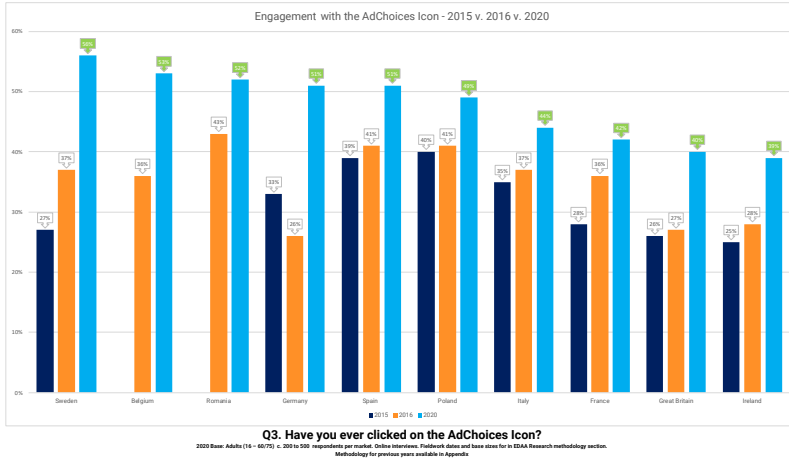


Q1_1. Before today, have you seen the following icons or symbols online?

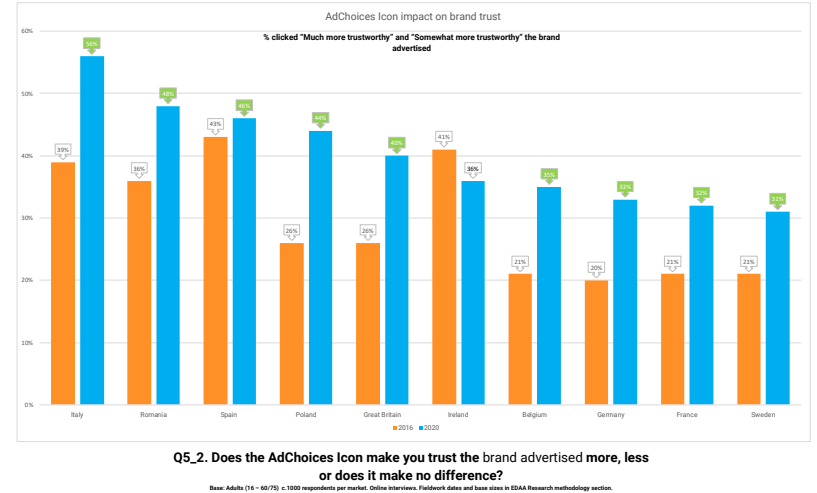
Base: Adults (16 - 65/75) c.1000 respondents per market. Online interview. Feedback dates and base sizes in EDAA Research methodology section.



Engagement: Another area which has seen vastly-improved results is engagement. In half of all countries surveyed, a staggering half of respondents declared that they have interacted with the Icon. This is a marked positive evolution from the 2015 and 2016 responses (where comparison data is available).



Brand trust: The research shows the presence of the AdChoices Icon greatly benefits trust in brands, websites and the overall digital advertising ecosystem. Nearly all markets have shown consistent, double-digit improvement from the 2016 survey in terms of increase in brand trust when the AdChoices Icon is present. Italy (56%), Romania (48%), and Spain (46%) lead the pack in this respect.



The full results and accompanying materials can be found [here](#).

Communication

1. Events

The EDAA Annual Summit, with four successive editions, has become a staple calendar event within the privacy and advertising technology fields, and is known for provoking honest, open, intellectual and critical debate, covering broad viewpoints with the ultimate objective of building trust with consumers. Now more than ever, the digital advertising industry must come together to demonstrate a pronounced responsibility and rebuild consumer trust.

Due to the COVID-19 pandemic, it was decided to cancel the 2020 EDAA Summit. Don't miss out on the 2021 event! Visit the website at www.edaasummit.eu to be kept in the loop.



The Acuitas Conversation - Tailored Advertising: Trust and Responsibility in the Digital Era

EDAA was honored to give the keynote presentation during Acuitas Communications' inaugural networking event in Brussels on Thursday 5 March 2020. Robin de Wouters, Communications Coordinator at EDAA, gave a sharp in-depth presentation of EDAA's work and purpose in providing the 'AdChoices Icon' to companies involved in data-driven advertising, as well as EDAA's role in the wider digital advertising industry. More info [here](#).



DMWF Webinar: Transparency and Responsibility in Digital Advertising

EDAA hosted a virtual webinar with DMWF on 17 June. The panel, titled Transparency and Responsibility in Digital Advertising, explored how self-regulatory mechanisms continue to play a critical and positive role for businesses and consumers in response to key legislative changes in the digital world. The panel was moderated by Angela Mills Wade, Executive Director, European Publishers Council and accompanied by Guy Parker, Executive Director, ASA and Konrad Shek, Deputy Director, Policy & Regulation, Advertising Association.

Watch it [here](#) and read the article about the webinar [here](#).

A graphic for the EDAA Panel: Transparency and Responsibility in Digital Advertising webinar. The text includes "FREE WEBINAR", "POWERED BY DMWF MarketingTech", "EDAA Panel: Transparency and Responsibility in Digital Advertising", "Wednesday 17th June, 2pm BST", and "IN PARTNERSHIP WITH edn". Three speakers are featured: Angela Mills Wade, Executive Director of European Publishers Council; Konrad Shek, Deputy Director, Policy & Regulation of Advertising Association; and Guy Parker, Executive Director of ASA.

ICC Presentation

EDAA was honoured to be invited to the International Chamber of Commerce's Trade and Investment Commission on Marketing and Advertising, where it was able to present its work on transparency in digital advertising, along with its educational efforts aimed at students.

Data Protection & Privacy Conference

EDAA is proud to have sponsored the 2020 Data Protection & Privacy Conference. Originally meant to be held in March, the event was pushed due to the pandemic and held virtually on 8 December 2020. EDAA took part in a panel discussion, titled An update on the E-privacy file - a future-proofed framework fit for the digital society?. This session gathered 180 live participants. EDAA also held a virtual booth, which was visited by dozens of conference participants.

The 10th Annual European
dataprotection
& PRIVACY CONFERENCE

About Speakers Agenda Sponsors Costs Previous Event Contact Register

Sponsors & Partners



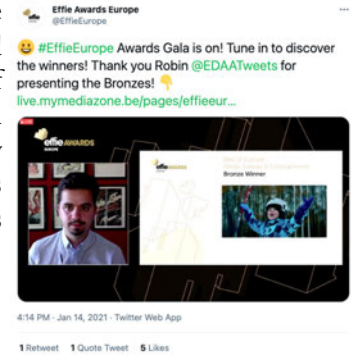
OneTrust DataGuidance™
REGULATORY RESEARCH SOFTWARE



Encōmpass

2020 Effies Awards Europe

EDAA also sponsored once more the 2020 Effies Awards Europe, organised by the European Association of Communication Agencies. An EDAA representative was part of the jury and presented the 16 bronze awards during the gala ceremony, which was held online on 14 January 2020.



An EDAA representative was also invited to take part in the AdVenture jury in April 2020.



EDAA was also involved in many other prominent events around digital advertising, policy, self-regulation and privacy. Participating companies are invited to get in touch for future events (info@edaa.eu); we'd be delighted to meet with you where possible.

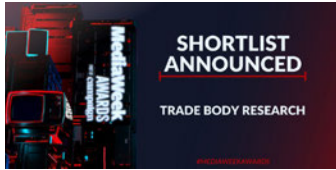
2. Awards

EDAA research wins Gold at 2020 IAB Europe Research Awards

EDAA is excited to announce its 2019 consumer research, titled How EU citizens perceive digital advertising since GDPR, won the Gold prize in the Consumer Attitudes and Behaviour category at the 2020 IAB Europe Research Awards.



In these challenging times, with our physical worlds diminished by the novel coronavirus, it is more important than ever that the digital advertising industry can get the basics right and ensure a transparent and thriving ecosystem for both consumers and the economy. This project shines a light on the valuable progress made, and the critical role of the EDAA's consumer-centric self-regulatory programme and tools, yet also highlights there is work still to be done. More info [here](#).



Our research was also shortlisted in October 2020 for the [Media Week Awards](#) in the Trade Body Research category.

Finally, EDAA and MTM were given the opportunity to present its research, along with our educational resource, during the [MRG \(Media Research Group\) Awards](#) in December 2020.

3. Website and branding

EDAA made several improvements to its online presence, mainly its www.edaa.eu website throughout 2020. Through simplifying the layout and information arrangement on the homepage, internal navigation for both businesses and consumers is improved.

Several blog pieces were also published in 2020:

1. [First Impressions of an American Student in the EU Digital World](#)
2. [A legislative comparison: US vs. EU on data privacy](#)
3. [Never let a good crisis go to waste...](#)
4. [A reflection on ethics in the digital world](#)
5. [My Immersion Into Digital Advertising](#)

19. MEDIA SMART Advertisement feature FirstNews • Issue 750 • 30 October – 5 November 2020

NEED TO KNOW!

YOUR ONLINE AD CHOICES

Education from the Advertising Industry

HAVE you ever wondered why so many of your favourite online platforms are free? Well, it's quite likely that it's because they make money by selling some of their online space to companies for advertising. This is called a value exchange.

WHAT IS INTEREST-BASED ADVERTISING?

Companies and brands want to find the most relevant audience to sell their products or services to. That might just be you!

One of the ways they do this is through interest-based advertising. You might also have heard people talk about 'personalised adverts'. That's the same thing.

WHY DOES IT EXIST?

One of the reasons digital advertising appeals to advertisers is because it is easier for them to reach the right audience.

Instead of telling everyone in the UK about their shiny new thing, they can tell just those who are most likely to buy – for example, people of a certain age or with specific interests.

CAN I CONTROL WHAT ADVERTS I SEE ONLINE?

A lot of the time you can. Look for the AdChoices icon embedded in or around adverts and set your personal preferences.

The AdChoices icon looks like this! →

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Find out more by watching our **three-minute animated film** at mediasmart.uk.com/manage-your-online-advert-experience

Teachers can also download the **free PSHE educational resource** on 'How to manage your online advert experience', created by Media Smart, from the same place.



Funding

As part of our commitment to ensuring the Programme is inclusive and open to all players, fees for participation in the EU Self-Regulatory Programme have remained unchanged since the launch of EDAA in 2012.

There are two distinct tiers: regular companies and SMEs (companies with less than 3 million Euros of annual revenue from all online display, video and mobile advertising).

The fees cover participation across all European markets. EDAA is established as a non-profit organisation and fees are put towards ensuring an effective administration, support of national advertising Self-Regulatory Organisations in their extension of remit to data-driven advertising, awareness-raising activities, credible and relevant research initiatives, and the further efficient operationalisation of the European Industry Self-Regulatory Programme on Data-Driven Advertising. Through its funding, derived primarily via participation fees, EDAA continues to build on strong foundations to deliver credible solutions and value to all businesses operating within the data-driven advertising environment in Europe.

The Self-Regulatory Programme remains in a strong and healthy financial position as a further revamp of the educational and transparency aspects are delivered to market across our 2020 and 2021 work programmes, and as we launch early-stage discussions around the programme development initiatives related to the consumer preference platform in 2021, all geared to provide a continued range of adaptable and meaningful self-regulatory solutions for consumers and businesses alike.

We are thankful to all companies and associations who provide the support to enable EDAA to administer its duties efficiently and effectively, and to remain firmly established as an impactful organisation.



2021 Outlook

EDAA Programme Developments: EDAA will continue to provide increased value to consumers and businesses alike by further developing its core of Self-Regulatory Best Practice, with a mission to assist companies with complementarity to the law and provide consistent solutions to empowering consumers. The overarching strategy is to strengthen self-regulatory value and complementarity through greater data processing transparency via the AdChoices icon delivered on a specific ad impression, and ever-growing consumer education. Important updates will be issued in 2021, reflecting an application tailored to market changes.

In addition, 2021 will see the launch of a cross-industry dialogue on how best to adapt the consumer preference platform on www.youronlinechoices.eu to deliver even greater value around our overarching objectives in light of broad and significant expected upcoming shifts in market dynamics, technologies, and company data privacy practices.

International Coordination: as regional Self-Regulatory Programmes, such as the EDAA in Europe, the DAA in the US, DAAC in Canada, and APDA in Argentina are established globally, companies can continue to expect EDAA to engage in international dialogue and aim for consistencies for the benefit of consumers and business, whilst operating to unique and diverse legislative and self-regulatory landscapes.

Consumer Education: EDAA will further develop its educational resources in other EU markets. The objective is to help young people understand digital advertising in the context of the value exchange – looking at how they are sharing data, its implications, and how to make informed decisions about what and how they share information online – and will ensure all young people know how to use technology safely, responsibly, respectfully and securely.

Empowering European citizens online

- **Listening to consumers:** EDAA will learn and build upon its existing consumer research on How European citizens perceive digital advertising to help better identify where complementary Self-Regulatory developments can play the most useful consumer-facing role. A consumer-centric approach must be embraced at all levels of the industry, which is to be built upon a strong desire to improve the consumer trust in digital advertising.
- **Listening to business:** EDAA will continue to dialogue with all participating companies in the Programme to understand how they approach compliance with the new legislation in Europe and to ascertain where and how EDAA can provide meaningful, complementary self-regulatory tools and services in this new landscape.



- **Listening to policy-makers:** through its governing associations, EDAA will keep its ear to the ground on key privacy developments, notably the ePrivacy Regulation, Digital Services Act (DSA) and Digital Markets Act (DMA) developments, and will contribute to the debate by providing credible proof points about the value of the Self-Regulatory Programme through its governing associations.

Compliance and Enforcement

- **Supporting compliance and enforcement:** EDAA will continue to work with the European Advertising Standards Alliance (EASA) to provide support in the delivery of effective self-regulation within the scope of the EDAA Programme, particularly around consumer complaints and queries, and to integrate the European Principles into the self-regulatory codes.
- **Handling consumer queries:** EDAA will respond to the growing number of consumer queries in a timely and professional manner, and will work to categorise and understand their nature and origin so as to further inform EDAA's educational efforts going forward.

Communications

- **Education & Awareness:** EDAA will further improve its brand awareness, while retaining and building on its strong sense of identity, recognition, and reputation earned-to-date. Our approach will continue to align with our mission, activities and values.
- **EDAA Summit 2021:** Due to the COVID-19 crisis, the 2020 Summit was cancelled, but be on the lookout in 2021 for the fifth edition of the EDAA Summit. With four successful editions to its name, the EDAA Summit has become a flagship calendar event within the privacy and advertising technology fields, and is known for provoking honest, open, intellectually rigorous and critical debate, covering broad viewpoints with the ultimate objective of building trust with consumers.
- **Sponsorships and partnerships:** In addition to offering our own sponsorship opportunities around the EDAA Summit, we are always keen to support and sponsor relevant exciting events in the field of digital advertising policy and technology, and data protection. If you are interested in discussing sponsorship and/or partnership opportunities, get in touch with us at [info@edaa.eu!](mailto:info@edaa.eu)

Appendix: Company Progress

Independently certified companies (as of 31 Dec 2020)

All participating companies listed below have completed the independent certification process with an EDAA-approved Independent Certification Provider. They have been granted the corresponding Trust Seal, meaning that the companies below are fully compliant with the European Self-Regulatory Programme.

IPLUSX	33ACROSS	4W MARKETPLACE	ADFORM	ADITION	ADOBE	ADVANCED STORE	AGGREGATE KNOWLEDGE
AMAZON	AMOBEE	CAPTIFY TECHNOLOGIES	CONVERSANT	CRITEO	DELTA PROJECTS	EMERSE	EMETRIQ
EXPEDIA	EXPONENTIAL INTERACTIVE	EYEOTA	FACEBOOK	GOLDBACH MANAGEMENT	GOOGLE	GROUND TRUTH	GUMGUM
HYBRID THEORY	ILLUMA	IPROMOTE	JADUDA	KNOREX	KUPONA	LIGATUS	LOTAME SOLUTIONS
MAGNITE	MEDIAFORGE	MEDIAMATH	MICROSOFT	MIQ	MOBILE.DE	MYNTELLIGENCE	NANO INTERACTIVE
NEODATA	NEORY	NEXTROLL	NUMBERLY	OPEN X	ORACLE	OUTBRAIN	PERFORMANCE ME- DIA DEUTSCHLAND
PLATFORM 161	PLISTA	PROGRAMATTIK (TURKTELEKOM)	PUBLICIS MEDIA	Q DIVISION	QUANTCAST	RAKUTEN	RHYTHMONE US
ROKU	SALESFORCE	SCOOTA	SEMASIO	SHARETHIS	SIGNALS	SKIMLINKS	SMARTCLIP
SOJERN	SPOT.IM	TAPAD	TEADS	TEMELIO	TF1 PUBLICITÉ	THE ADEXCHANGE	THE TRADE DESK
TRAVELCLICK	TRIPLELIFT	TUBEMOGUL	TURBO	VE GLOBAL	VERIZON	VIBRANT MEDIA	VIRTUAL MINDS
WEBORAMA	YIELDLAB	ZEMANTA	ZIFF DAVIS				



Self-certified companies (as of 31 Dec 2020)

All participating companies listed below have submitted their self-certification of compliance to EDAA. The self-certification of compliance is a declaration by the company that their data-driven advertising policies and practices comply with the industry standards administered by EDAA, and is the first step of compliance under the Programme. Where applicable, these businesses are currently working with their chosen Certification Provider towards obtaining the EDAA Trust Seal and full compliance with the Programme.

ACCUEN	ADARA	ADGEAR	ALLER MEDIA	ALMA MEDIA	AMNET	ANNALECT	CENTRO
DENTSU	DER LEHRERFREUND	DISTILLED MEDIA	DISQUS	DMG MEDIA	FLASHTALKING	FONECTA	GAMNED
GROUP M	I-PROSPECT	INTEL	IQ DIGITAL MEDIA	JABMO	LINKEDIN	M PLATFORM	MAIL ONLINE
MONSTER	NIELSEN MARKETING CLOUD	OMNICOM MEDIA GROUP EUROPE	ORANGE	OTAVAMEDIA	P & G	QUISMA	SANOMA
SEVENONE MEDIA	SIZMEK	STARWOOD	TABOOLA	TELEGRAPH MEDIA GROUP	THE GUARDIAN NEWS & MEDIA	TREMOR VIDEO	UNICREDIT
VERTICAL MASS	VISUAL DNA	VIVALU	WEBOOST MEDIA	WUNDERKIND	XAXIS DIGITAL	ZETA GLOBAL	

Participating companies (at 31 Dec 2020)

The companies listed below have joined the Programme by holding a relevant EDAA Licence Agreement for use of the AdChoices Icon across European markets and/or integration with the pan-European consumer choice platform at www.YourOnlineChoices.eu. They are actively providing notice and choice to consumers over their Data-Driven Advertising preferences and are working to achieve full compliance with the industry standards (certification and self-certification).

BEESWAX	DEMANDBASE	LIVERAMP	SPORTRADAR	YIELDKIT			
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Delivering
Transparency,
Choice and
Control

