

## I am an **Advertiser**, what are my commitments under the AATP?

Advertisers have an **active role in the consumer-facing mechanism**. In current practice, where they create a campaign directly (either with an advertiser-owned Ad Server, or a DSP) they identify themselves to the DSP or Ad Server and specify the key characteristics of the desired audience. If the campaign is run via an advertising agency, the same information should be made available.

Due to the nature of programmatic advertising, advertisers are often unaware whether the ads will be presented on an Online Platform. Their responsibilities in the context of the AATP include:

- ▶ Knowing that some of the **campaign information (e.g. main parameters) will be brought forward** via the transparency mechanism to consumers;
- ▶ **Ensuring the correctness, completeness and accuracy of the information** delivered to the advertising technology partners (e.g. agencies, Ad Servers, DSPs), which may subsequently be rendered to consumers under DSA Art. 26, particularly:
  - ← Identity of the **entity on whose behalf the ad is presented**, and
  - ← Identity of the entity **who paid for the ad** (if different from the above).

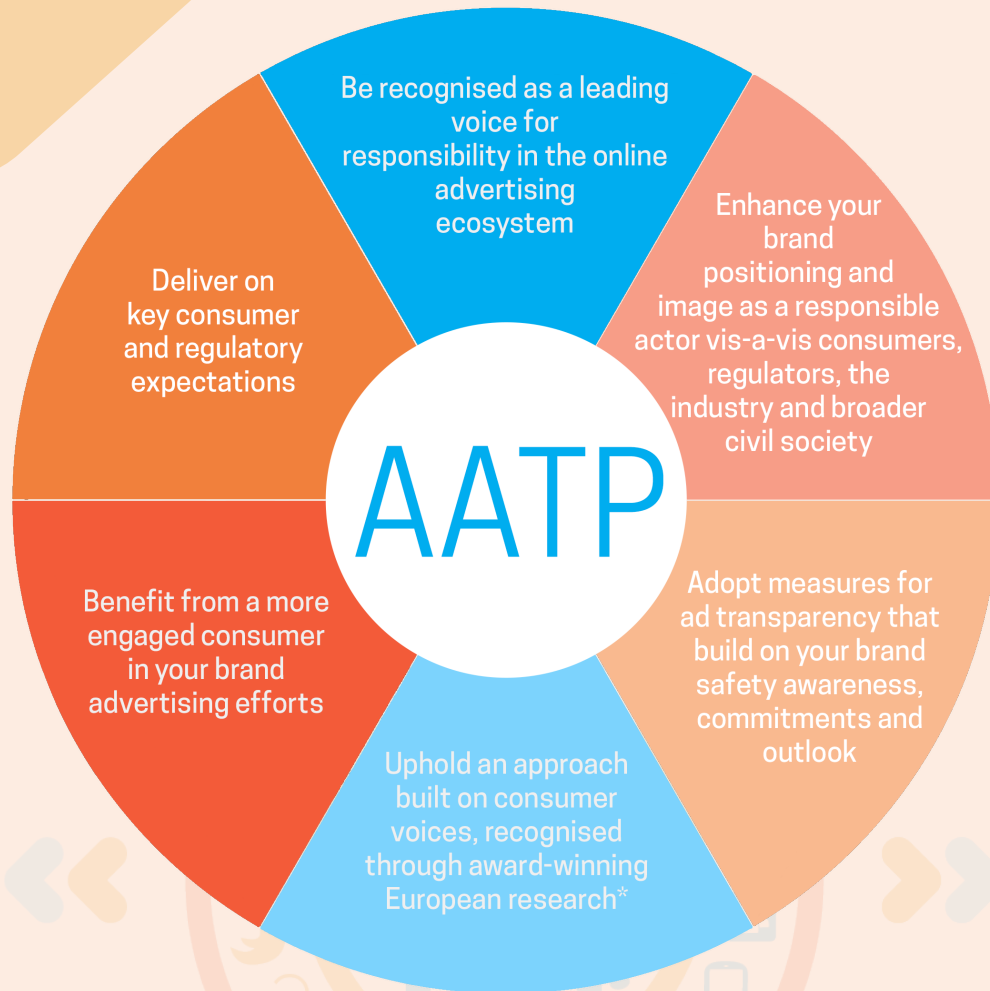
Advertisers are simply required to **be aware that some of their advertising information will be carried forward** through the transparency mechanism to consumers.

Advertisers are **strongly encouraged to include adherence to these industry-wide standards** in their relevant RFPs and business tenders. Service providers that support the industry-wide standards are always listed on the EDAA's website [here](#). Compliant companies also carry the EDAA's independently-issued "AATP Transparency Seal".

### Your commitments...

- ▶ **Ensure the provision of complete and accurate ad transparency information** at campaign creation/upload stage
- ▶ Uphold the **Application of EDAA Programme Principles to the DSA**:
  - ← **encourage a harmonised approach** to user-facing disclosures and choices
  - ← endeavour to **work with compliant adtech and platform partners**, wherever possible
  - ← support the broad adoption of a well-recognised consumer-facing symbol in the **AdChoices Icon**

## ... and your benefits



## The benefits of the AdChoices Icon are shown in research

- According to the latest DAA USA Survey: [Consumer Awareness of AdChoices Icon & Related Attitudes](#), February 2024, **72%** of consumers claim that with the use of the AdChoices Icon, their trust in advertisers increases.



- From the [Your Online Voices: Your Voice, Your Choice](#) study, consumers reported that they would want to have more transparency from the online advertising industry:

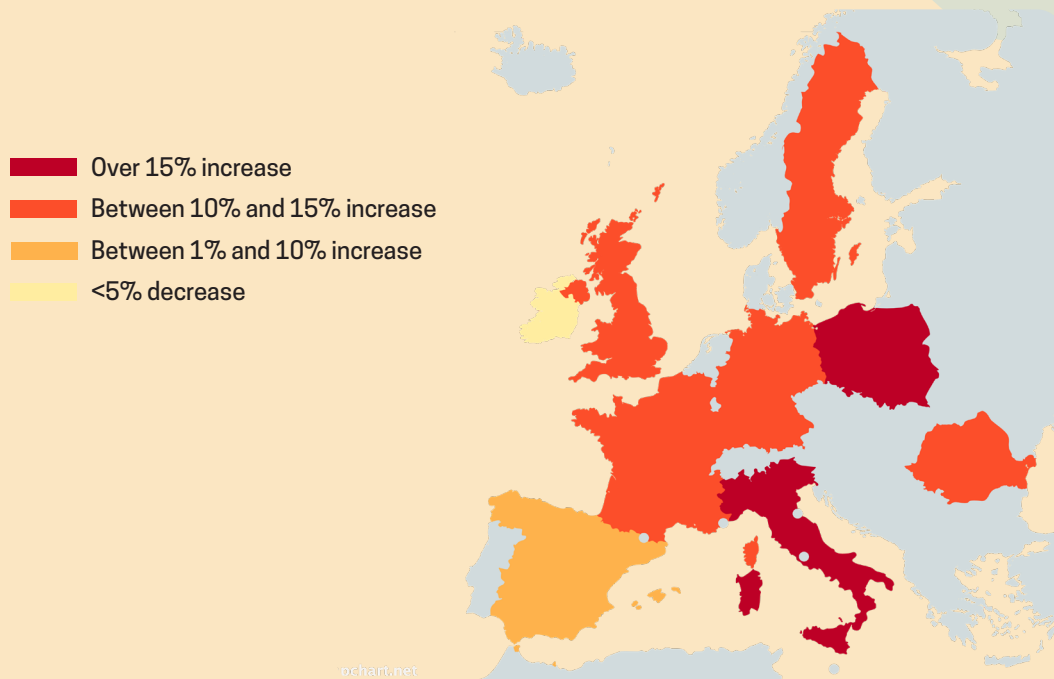
>> *What kind of transparency would you like to see from the online advertising industry, for you to increase your trust?*

“Being able to view the exact reason you’re being shown an advert and the source of the data, i.e. you visited a similar website on xx date, you have recently or regularly searched a certain word or phrase, you have interacted with or talked about a brand or product on social media (public posts, not private messages), and where the information has been collected from e.g. search engine, social media interaction.”



- The [EDAA European Advertising Consumer Research Report 2021](#), investigating Consumer Awareness & Impact of the European Self-Regulatory Programme for Online Behavioural Advertising, indicates that throughout almost every country included in the study, trust in brands advertised increased thanks to the presence of the AdChoices Icon, from 2016 to 2020.

>> *How has brand trust increased with the Icon from 2016 to 2021?*



## Be transparent. Be responsible.

1. Join the Programme: contact [aatp@edaa.eu](mailto:aatp@edaa.eu) or [fill out this form](#)
2. Ensure your AdTech partners integrate the AdChoices Icon and provide the appropriate user controls, through YourOnlineChoices (where applicable)
3. Be part of an ecosystem that delivers **enhanced transparency** to consumers and business partners

For more information about the AATP, visit [EDAA's website](#), and read the [AATP core documents](#). Information about our participation fees can be found [here](#).