

I am a **Demand-Side Platform**, what are my commitments under the AATP?

Your responsibilities as a DSP - or player with a similar role in the AdTech ecosystem - under the AATP include:

- ▶ Ensure that the required ad transparency **information is collected** at campaign creation time;
- ▶ Interpret the relevant signals received from ad tech partners via OpenRTB and include in the bid response: i) an **indication of whether they (DSP) will render their own DSA transparency information** inside the creative, and ii) the **DSA transparency information itself**, in the agreed machine-readable format, if required by the Online Platform or the operator of the digital property for any applicable purpose;
- ▶ **Serve the overlaid Ad Marker** with the creative as part of standard practice;
- ▶ Where instructed by the Online Platform or the operator of the digital property, **render the Enhanced Transparency Page** as per [these specifications](#);
- ▶ Where instructed by the Online Platform or the operator of the digital property, **ensure that the campaign-related transparency information is sent downstream** in the agreed machine-readable format.

Your commitments

- Facilitate the delivery of complete and correct enhanced transparency information for every ad
- Uphold the [Application of EDAA Programme Principles to the DSA](#)
- Adhere to the independent certification process
- Acknowledge and adhere to the Self-Regulatory Organisation query and complaint handling process

Your benefits and added value

- Be viewed as a responsible advertising technology partner in the online advertising ecosystem by leveraging a well-recognised consumer-facing symbol, the AdChoices Icon
- Utilise credible, long-standing resources and services from the EDAA, as a well established association and toolkit, backed by the broadest industry coalition of trade associations, amidst rapidly changing innovations and regulations
- Integrate with a highly visible portal at [YourOnlineChoices.eu](#)
- Extend trust in your organisation and throughout your partnerships and affiliates via EDAA's independent certification

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.



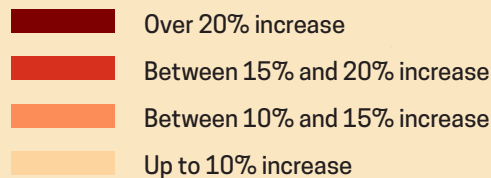
- From the [Your Online Voices: Your Voice, Your Choice](#) study, consumers reported that they would want to have more transparency from the online advertising industry:

>> *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 shows that consumers in **10 out of 10** surveyed European countries increased their awareness of the Icon since 2016, while **8 in 10** countries show a double-digit percentage increase in awareness of the Icon:



Be transparent. Be responsible.

1. Join the Programme: contact aatp@edaa.eu or [fill out this form](#)
2. Integrate the **AdChoices Icon** and prepare to implement the aspects of the Programme that pertain to your company
3. Engage an independent [Certification Provider](#) to verify your compliance with the AATP
4. Receive and display the **AATP Transparency Seal**
5. 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](#).