

I am an **Online Platform**, what are my commitments under the AATP?

The responsibilities of Online Platforms under the AATP include:

For **direct sales**, Online Platforms must **add the Ad Marker** and ensure that the **information required is collected** at campaign creation time and that it is **displayed in the Enhanced Transparency Page** as per [these specifications](#).

For **programmatic scenarios**:

- ▶ Online Platforms receiving ads from upstream partners:
 - ☛ Must communicate upstream their indication of **whether transparency information must be provided**, as well as their preferences regarding the **rendering party**;
 - ☛ If sell-side pre-targeting was applied, must **add to the targeting parameters** either directly or by collaborating with SSPs or similar partners;
 - ☛ Should the Online Platforms choose to render the Enhanced Transparency Page themselves, they must **build the capacity** to do so (either directly or by working with a specialised partner).
- ▶ Online Platforms delivering ads to downstream partners:
 - ☛ Must ensure that the **information required is collected** at campaign creation time;
 - ☛ Must instruct their **DSP to interpret the relevant signals** received from downstream partners via OpenRTB and include in their bid response: i) an indication of whether they (DSP) will render their own DSA transparency information inside the creative, if required by the operator of a digital property and ii) the DSA transparency information itself, in the agreed machine readable format, if required by the operator of a digital property for any applicable purpose;
 - ☛ Must **serve the overlaid Ad Marker** with the creative as part of standard practice;
 - ☛ If rendering the Enhanced Transparency Page, do so per [these specifications](#).

Your commitments

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

Your benefits and added value

- Adopt a **harmonised approach** to consumer-facing informational disclosures
- Be viewed as a **responsible advertising technology partner** in the online advertising ecosystem by leveraging a well-recognised consumer-facing symbol, the AdChoices Icon
- Extend **trust** in your organisation and throughout your partnerships and affiliates via EDAA's **independent certification**
- Meet regulatory and consumer **expectations**

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.



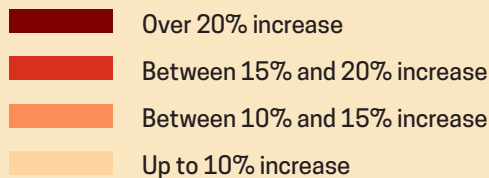
- From the [Your Online Voices: Your Voice, Your Choice](#) study, consumers reported that they would want to have more transparency from the online advertising industry:

>> *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](#).