

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

Your responsibilities as SSP include:

- ▶ If you facilitate the creation of campaigns or host ad creatives directly, your role is to:
  - ← **Ensure that the information required is collected** at the time of campaign creation;
  - ← **Integrate data structures** supporting advanced advertising transparency in your bid requests and **interpret the signals** returned by Online Platforms or other properties via OpenRTB;
  - ← **Serve the overlaid Ad Marker** with the creative as part of standard practice;
  - ← Where instructed by your client (who acts either as an Online Platform or wishes to provide users with enhanced transparency as part of industry best practice) **render the Enhanced Transparency Page** as per the [AATP specifications](#); this may be done either directly or via an [Approved Icon Provider](#);
  - ← Where instructed by your client, ensure that the **ad-related transparency information is sent to relevant ad tech partners** in the agreed machine-readable format.
- ▶ If you are not involved directly in the creation of campaigns or the hosting of ad creatives, no specific responsibilities apply other than ensuring that any information related to the AATP is correctly conveyed to upstream adtech, or Online Platform clients. However, if sell-side targeting is applied by you, the **targeting parameters used should be added** to the relevant bid stream data structure.

Additionally, where requested by Online Platforms, SSPs may enable the blocking of ads that do not provide the AATP transparency info.

## Your commitments

- Facilitate the **delivery of complete and correct enhanced transparency information** for every relevant ad impression
- 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 industry, regulatory and consumer **expectations**
- Increase **consumers' trust** by leveraging the AdChoices Icon

## 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.



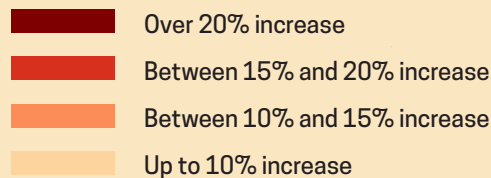
- From the [Your Online Voices: Your Voice, Your Choice](#) study, consumers reported that they would want to have more transparency from the online advertising industry:

>> *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](mailto: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](#).