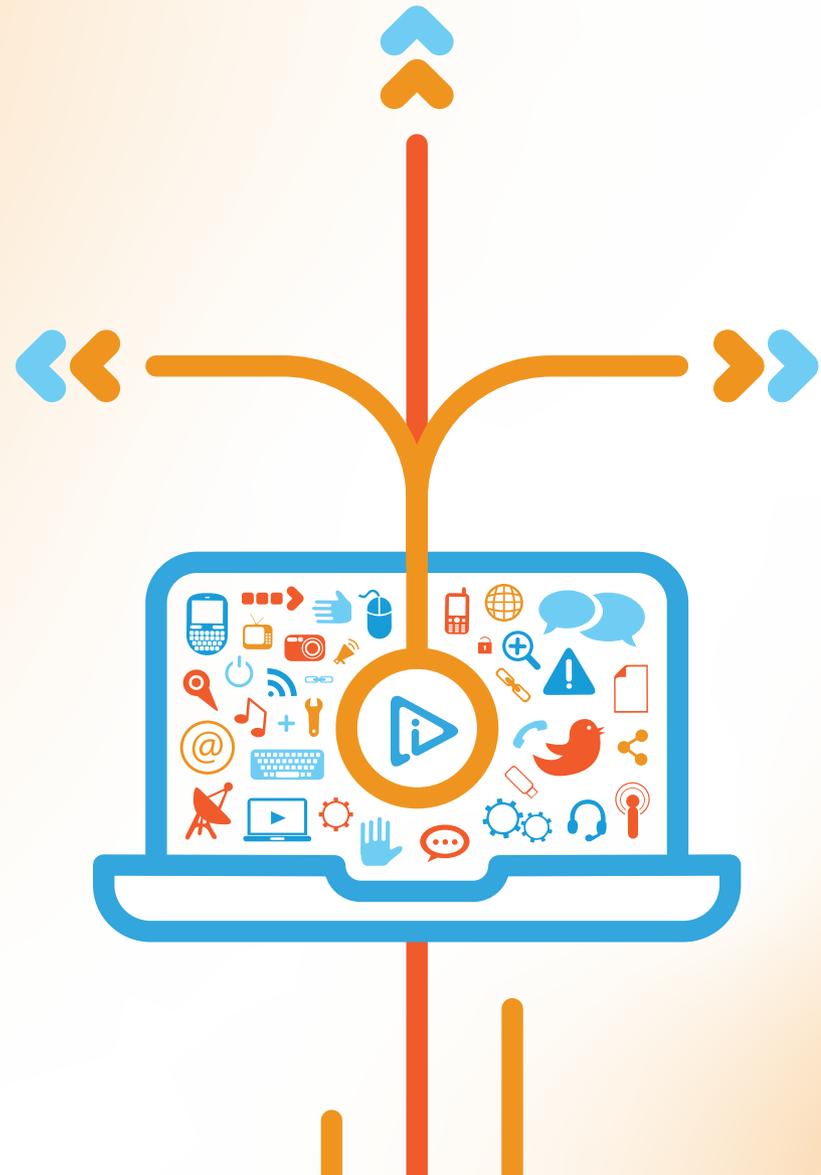


# 2019 Activity Report



# A Programme trusted by the industry



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# European Interactive Digital Advertising Alliance 2019 Activity Report



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# Chair's Remarks, by Angela Mills Wade

2019 was a coming of age year for data privacy in the European Union. With the GDPR firmly established, we saw shifting consumer expectations, shifting regulatory scrutiny and shifting terms of business. 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. 2019 saw sweeping changes in the European Institutions too: a new European Parliament was elected last May with many new MEPs elected for the first time, and a new college of European Commissioners with an ambitious agenda which will impact the digital advertising industry's work 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.

Through 150+ participating companies in the EDAA Programme, consumers see billions of AdChoices Icons delivered across European campaigns every year which link to a Consumer Choice Platform, available in 33 markets and 27 languages, and seen millions of times annually. 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.

We will continue to build on our record in new and innovative ways because Self-Regulation must, and will, evolve to meet the dramatic shifts we're seeing in our society. But to do so effectively, we need to understand what is driving behavioural changes. EDAA has been working hard to do just that. In 2019, we conducted a multi-market consumer research to determine how EU citizens perceive digital advertising since GDPR came into effect. The core results of this research are clear indicators of what must be done next in:

- bridging the consumer trust gap with digital advertising,
- innovating, educating and evolving; and
- developing new tools, approaches, efficiencies and greater levels of trust through education and heightened levels of transparency for consumers.

The theme of last year's EDAA Summit – *Delivering a consumer-centric future for the digital ad world* – must be seen as both an aspiration but also seriously as an achievable ambition. As an association promoting self-regulatory principles in digital advertising, EDAA is committed to providing trustful programmes for consumers and we will all be judged by the very consumers we aim to serve.

As we bring greater transparency and education to the core of EDAA's work to determine the role that the AdChoices Icon and the YourOnlineChoices consumer-facing information portal can play, we must set the bar high.



***“The industry cannot stand by or rely on regulation to fix industry challenges. It must rise to the occasion to reflect and agree on collective industry best practice to ensure trust through transparency, responsibility and openness.”***

Angela Mills Wade, 2019 EDAA Summit, London

This Activity Report offers but a glimpse of EDAA’s work undertaken in 2019 to pave the way to addressing these crucial issues as we move forward. As the landscape keeps shifting, 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.

Regulation, particularly at European level, in the privacy space is rapidly evolving. EDAA and the online advertising industry must follow, but it must also grab this opportunity to set industry standards that deliver credible and accountable transparency and control solutions on a Europe-wide scale.

It’s a great honour to lead this organisation at such a critical moment in the development of the digital advertising market which has never been under so much scrutiny!

We at EDAA are committed through the next phase of our development to engaging in cross-industry discussions with all players about putting consumers first, and supporting both consumers and businesses to navigate their digital rights and responsibilities in today’s self-regulatory landscape.

Angela Mills Wade has been the EDAA Chair since June 2018 and the Executive Director of the European Publishers Council (EPC) since 1991. EPC is a high-level group of Chairmen and CEOs of leading European media groups. Angela is a member of the Boards of EASA (European Advertising Standards Alliance), 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.



# About EDAA

The European Interactive Digital Advertising Alliance (EDAA) is a non-profit organisation founded in 2012 and is based in Brussels. It is responsible for enacting key aspects of the self-regulatory initiative 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](http://www.YourOnlineChoices.eu), a 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 network 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 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 Data-Driven 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 eco-system, 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](http://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, which today cover an extended scope (covering mobile and video ads), 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/](http://www.edaa.eu/what-we-do/european-principles/)

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EPC



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ENPA/EMMA



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**David Barron**  
*Director of  
Operations*



**Giorgio La Rosa**  
*Industry Relations  
& 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, advertisers are 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 “ad marker” language for each European market – is at the heart of the Data-Driven Advertising 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](http://www.edaa.eu/faq) or apply for a licence at [www.edaa.eu/apply-for-licence/](http://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, from Crownpeak, 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.





In 2019, traffic to the website reached 18,5 million pageviews.

## Consumer Choice Platform

The country-specific versions of the [www.YourOnlineChoices.eu](http://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 2019, 111 companies were active on the Consumer Choice Platform, providing choice and control to European consumers.

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	✓	▼
Admedo	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
Adobe	<input checked="" type="radio"/> On <input type="radio"/> Off	✓	▼
AdRoll	 <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 (GDPR's first full year of enforcement and a potential reworked ePrivacy regulation) and market developments (major browsers tackling third-party cookies), 2019 was a key year to define EDAA's positioning, objectives going forward and preparations for significant changes in two aspects of its Programme.

### Transparency

The proposed approach is intended to provide greater transparency to the internet user on the advertising actors that are involved in the delivery of a tailored ad to him/her. This 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)
- Self-Regulatory Organisations as enforcement bodies when handling complaints and assessing companies' compliance



## Consumer education

Consumer education is yet another area of core focus regarding EDAA's Programme Developments. This will be done 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 cutting edge GDPR research in 2019. More information can be found on p.18-21. EDAA will work through creative partnerships with educational organisations to raise awareness on the benefits of self-regulation and the EDAA Programme's developments.

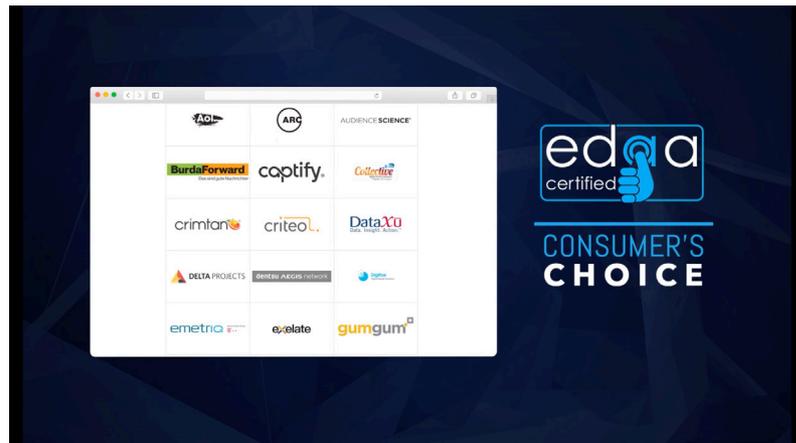
**These Programme Developments will be rolled out in 2020.**

## Adapting the Principles

EDAA also implemented a change in scope of the Programme – moving from “OBA” to the more encompassing “data-driven advertising”. Given the historical evolution of the Programme (i.e. started from Desktop, evolved to Mobile, then to Video) there are currently separate versions of different documents to describe the application of Principles and their Technical Specifications. To improve the clarity of implementations and companies' efforts to comply, these documents will be merged and adapted accordingly, consolidated under the EDAA brand.

## 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](http://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](http://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](http://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.

## YourOnlineChoices.eu transition to HTTPS

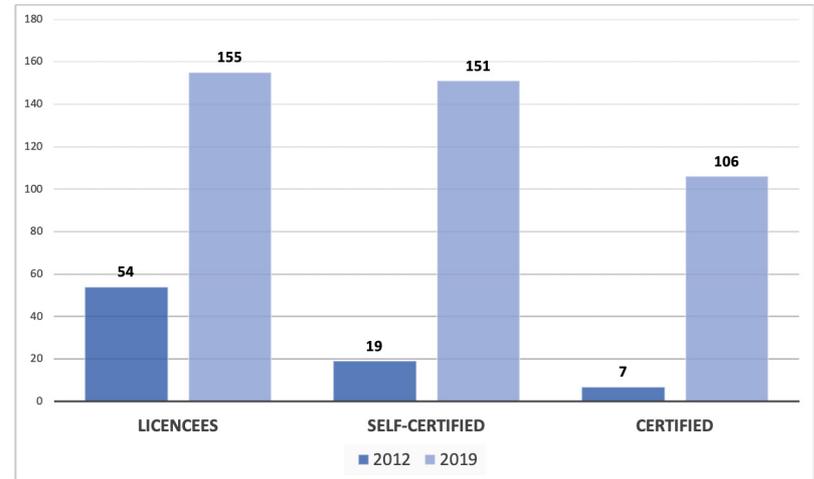
Throughout 2019, EDAA prepared the terrain to migrate [www>YourOnlineChoices.eu](http://www>YourOnlineChoices.eu) to HTTPS, with a cut-off date set on 15 January 2020. It had been a long process as the migration had to be implemented with each of the 100+ companies integrated on the platform. We're very happy to finally push HTTPS forward for [YourOnlineChoices.eu](http://YourOnlineChoices.eu), particularly given the upcoming changes in Chrome announced for February 2020, at which point only cross-site cookies will be accessed over HTTPS connections.

## First full year of extended certification term

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.



## 2019 Company Progress



More information at [www.edaa.eu/what-we-do/for-companies/](http://www.edaa.eu/what-we-do/for-companies/)

## 2. EASA & SROs

EDAA supports EASA's tried and tested 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 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.

**By the end of 2019, the following SROs covered Data-Driven Advertising:**

- Bulgaria – Национален съвет за саморегуляция (HCC)
- France – Autorité de Régulation Professionnelle de la Publicité (ARPP)
- Finland – Mainonnan Eettinen Neuvosto (MEN)
- 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 over 390 million 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](http://www.easa-alliance.org).

**30-50%**  
of a brand's market capitalisation comes from its  
REPUTATION

★★★★★

AD STANDARDS ARE  
**INDEPENDENT, IMPARTIAL  
AND APPLY TO  
EVERYONE**  
CREATING A LEVEL PLAYING FIELD  
FOR ENTERPRISES OF ALL SIZES

**BY RESPONDING QUICKLY  
TO NEW DEVELOPMENTS**  
IN TECHNOLOGY AND WAYS OF ADVERTISING, AD STANDARDS  
HELP TO CUT RED TAPE AND FACILITATE INNOVATION

SPECIAL CARE is paid to topics like  
advertising and children, alcohol, food  
and digital marketing communications

The infographic features a blue background with white and orange text and icons. It includes a group of stylized human figures in orange and white, and a hand holding a smartphone in the bottom left corner.



Under the EU 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.

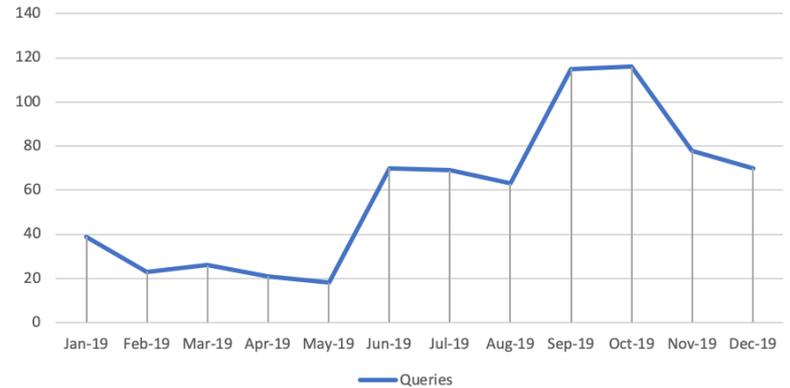
### 3. Consumer queries to EDAA

EDAA received a total of 708 consumer queries across 2019, up from 350 in 2018. The main issues tackled were the following:

- **Technical issues (53,7%):** switch off complaints, difficulties to manage cookies, etc.
- **Stop ads (41,4%):** users ask to remove ads while they are visiting websites (or search engines) and via email
- **Stop pop ups (3,7%):** users ask to stop pop up ads on their smartphones
- **Delete personal data (6,8%):** requests to have their email and/or personal data removed from certain websites, lack of understanding that EDAA does not collect this information itself



2019 Consumer Queries per month



# Consumer Research

## How EU citizens perceive digital advertising since GDPR

EDAA conducted in March 2019 a groundbreaking consumer research on Perceptions and attitudes towards digital advertising post-GDPR in 5 European markets to explore consumer attitudes and perceptions towards online advertising and determine how these may have changed since the introduction of GDPR.

### Key findings

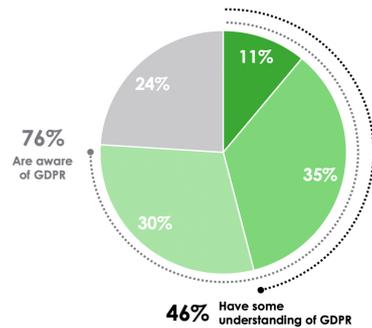
1. Improving consumer awareness and understanding of online data usage and addressing misconceptions increase positive thinking towards online advertising
  - Despite slight market differences, 3 in 4 consumers have a perceived general awareness of GDPR, but not necessarily an understanding of its role and impact
  - Understanding of the use of data in online advertising varies by age and market
2. Improving consumer trust in how their data is used helps perceptions and encourages openness from consumers
  - 40% of respondents agree they feel more knowledgeable about the way in which information about them is collected and used online
  - Higher levels of knowledge of GDPR tend to coincide with higher levels of knowledge about online data, comfort sharing data and comfort with Data-Driven Advertising
3. Providing consumers with increased transparency over their online data is business-critical, and EDAA can help improve this further
  - Despite its discrete positioning, 1 in 3 consumers have used the AdChoices Icon
  - Understanding of Data-Driven Advertising increases when using the AdChoices icon and [www.youronlinechoices.eu](http://www.youronlinechoices.eu)

Download the full infographic [here](#).

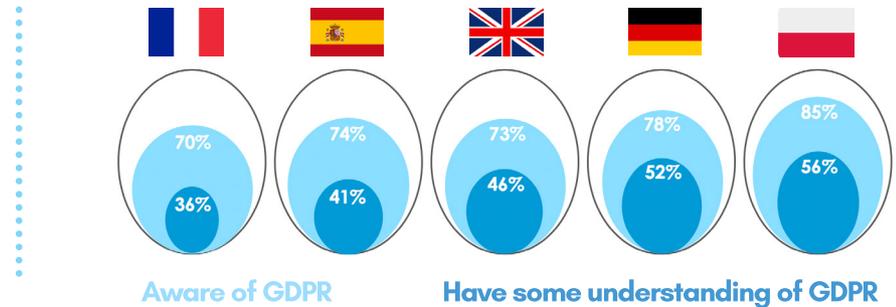


# How EU citizens perceive digital advertising since GDPR

Despite slight market differences, 3 in 4 consumers have a general awareness of GDPR, though not necessarily a working knowledge of its impact



Know a lot  
Know a bit  
Aware  
Not aware

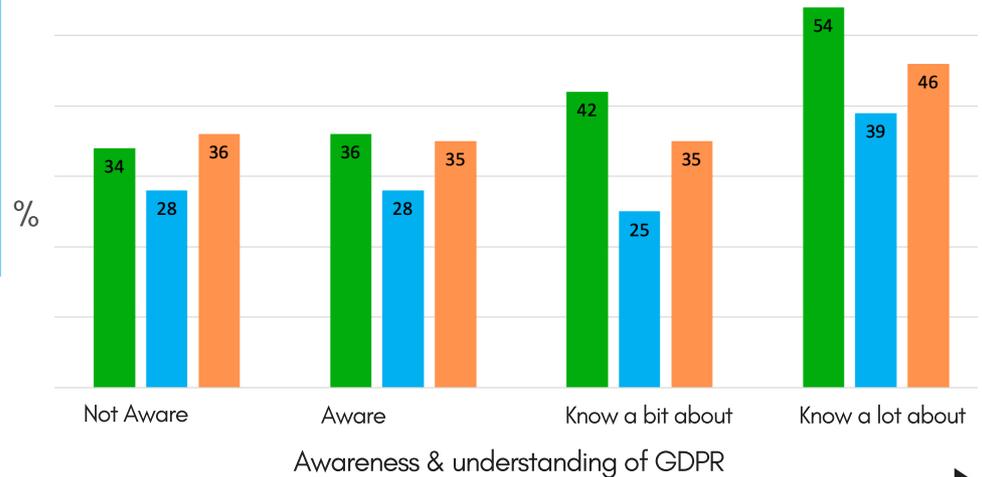


The introduction of GDPR has helped consumers feel more knowledgeable about online data, and more comfortable with online behavioural advertising (OBA) and with sharing their data.

More knowledgeable about online data

More comfortable sharing data

More comfortable with OBA

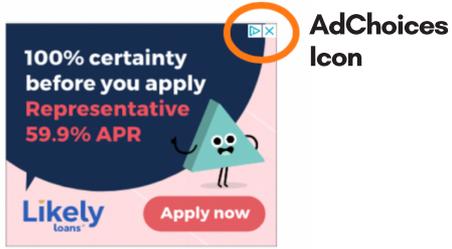


- Despite lacking a thorough understanding, around 2 in 3 consumers were aware when asked of some of GDPR's purposes & provisions.
- 40% of respondents agree they feel more knowledgeable since GDPR about the way in which information about them is collected and used online.
- Many consumers now have some knowledge of how data is used for advertising, but 72% would like to find out more.

EDAA survey conducted by MTM in March 2019 on 5000 internet users equally spread across France, Germany, Poland, Spain & the UK.

More information on [www.edaa.eu](http://www.edaa.eu)

Despite its discreet positioning, 1 in 3 consumers have used the AdChoices icon

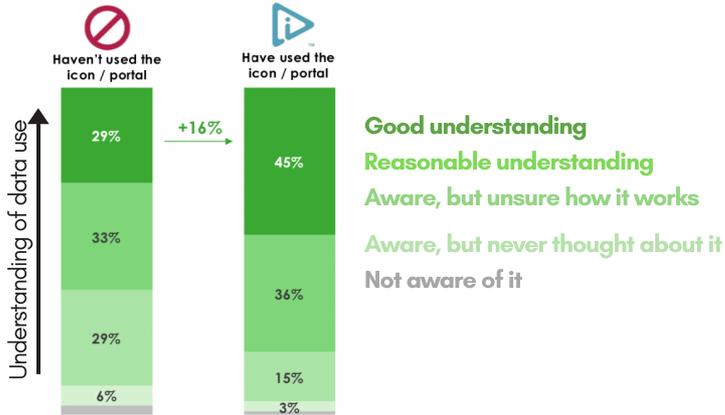


AdChoices Icon

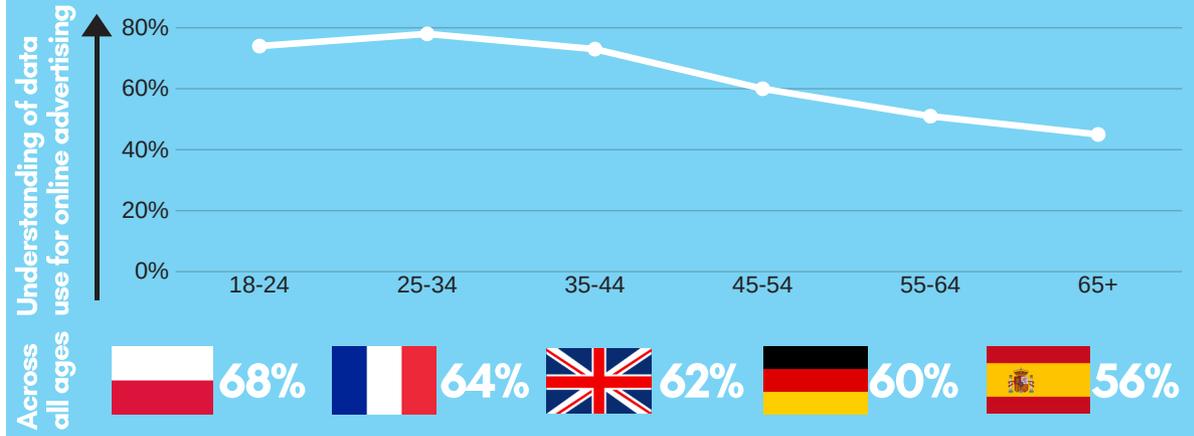
- Use often
- Use occasionally



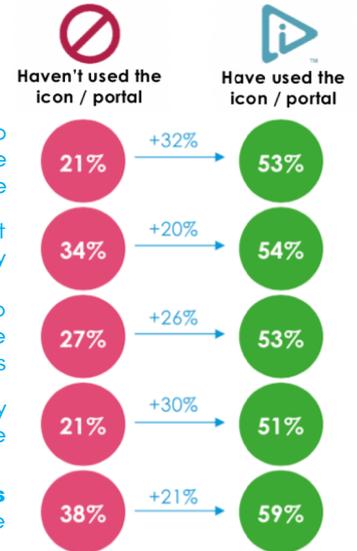
Users of the AdChoices icon feel more informed, have a better understanding of data use, and are more receptive towards OBA and site personalisation



### Understanding of the use of data for online advertising varies according to age and market



- I have **easy access to explanations** as to how advertising companies collect and use information about me
- I **trust** that organisations use information about me in a legal and responsible way
- I am **happy** for some information about me to be collected in order to access specific online websites and services
- My online experience is improved** by having advertising that is tailored to me
- I'd rather have **ads tailored to my interests** than general ads that don't relate to me



## Background

The introduction of GDPR in May 2018 marked a significant shift in the landscape for data-driven advertising, which contributed to increased awareness of online data usage amongst consumers.

The use of data and personalised advertising is crucial for advertisers to reach interested audiences, yet also helps to maintain consumer access to online content and services at little to no cost, whilst upholding a diverse and pluralistic media ecosystem.

EDAA's important and timely research serves as a strong consumer evidence base, as the EDAA programme continues to lead efforts to improve education and transparency, whilst being ever mindful of the consumer experience.

## Research methodology

The consumer research was conducted by MTM as an online survey exploring behaviours and perceptions amongst a robust, representative audience of internet users. It was conducted between 11 and 18 March 2019 on a sample of 5014 respondents equally based in the UK, France, Germany, Spain and Poland. Quotas were placed on age, gender, internet usage frequency and social media usage to ensure results were representative of the online population in each market.

### MTM London

MTM is an international research and strategy consultancy, specialising in media, technology, entertainment and advertising. MTM helps clients improve and grow their businesses in digitally-driven, fast-moving markets.

Find out more at [wearemtm.com](https://wearemtm.com)

# 2019 EDAA Summit

EDAA held its fourth Annual Summit on 24 October in London, under the banner “*Delivering a consumer-centric future for the digital ad world*”. This year’s event came in a crucial and shifting landscape for the online ad industry – shifting consumer expectations, regulatory scrutiny and terms of business.



Keynote, Thomas Schreiber:  
*Putting users first for a privacy focused web - an industry-wide conversation*



Panel Debate: *Improving responsibility and openness in digital advertising*

Over 150 leaders from across the global advertising industry came together in London to address the challenge of engaging consumers and increasing consumer trust and transparency in online advertising. Following its multi-market consumer research conducted in March 2019 to determine how EU citizens perceive digital advertising since GDPR, EDAA presented a path towards a vibrant and dynamic, consumer-centric future of the digital advertising ecosystem, centered upon:

- improving consumer trust;
- developing new self-regulatory tools and approaches adapted to the evolving landscape; and
- educating consumers and businesses on the benefits of self-regulation and the EDAA programme.

EDAA also presented its plans to reshape how self-regulatory mechanisms will continue to play a critical and positive role in supporting consumers and companies to navigate their digital rights and responsibilities in today’s self-regulatory landscape.

*“This year’s Summit title, Delivering a consumer-centric future for the digital ad world, is an objective which must be seen as both an aspiration but also seriously as an achievable ambition. As an association promoting self-regulatory principles in digital advertising, EDAA is committed to providing trustful programmes for consumers and in the end we will all be judged by the very consumers we aim to serve”.*

Angela Mills Wade, EDAA Chairwoman and EPC Executive Director



Keynote, MP Ed Vaizey: *Policy priorities for data protection and privacy*



Keynote, Dietmar Dahmen: *Bridging the trust reckoning*

Thanks to exceptional keynotes and panel discussions with 20 leading European and global speakers, the 2019 Annual Summit provided practical solutions on how the industry can and must rise to the challenge and give pro-privacy practises a competitive edge.

The 2019 EDAA Summit was widely shared on social media and other platforms, including the *Digital* frontpage of Euractiv.

The screenshot shows the Euractiv website's 'DIGITAL' section. The top navigation bar includes 'Agrifood', 'Digital', 'Economy & Jobs', 'Energy & Environment', 'Global Europe', 'Health', 'Politics', and 'Trans'. The main content area features three articles: '2019 EDAA Summit unveils a consumer-centric future for the digital ad world', 'UniCredit unveils 2015 data breach involving 3 million Italian clients', and 'The EU asking the impossible'. A sidebar on the right lists categories like 'Broadband', 'Cybersecurity', and 'Data protection'. At the bottom, a banner reads 'EDAA Summit on [www.euractiv.com](http://www.euractiv.com)'.

The EDAA Annual Summit, now in its fourth successive year, 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.



Don't miss out on the 2020 event!

Visit the website at [www.edaasummit.eu](http://www.edaasummit.eu) to be kept in the loop.

# Communication

## 1. Events

### IAPP Europe Data Protection Congress – 21 November

EDAA hosted a panel, titled *Self-Regulation 2.0 for Digital Advertising*, during the 2019 IAPP Europe Data Protection Congress in Brussels, alongside **Peter Eberl**, Deputy Head of Unit, Cybersecurity and Digital Privacy Policy, DG CONNECT, European Commission; **François Lhémy**, VP, Regulatory Affairs, Criteo SA; **Caroline Wren**, Managing Partner, MTM; and **Angela Mills Wade**, Executive Director, European Publishers Council.



This panel of recognised privacy, technology, advertising and data experts discussed 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. Delegates learnt how the

ad industry's AdChoices icon is increasing the level of transparency and improving the context and quality of information offered to consumers, and how the ad industry's self-regulatory programme serves to educate and inform consumers of their online choices and controls in a post-GDPR, yet still data-driven, world.

### FEDMA, Keep Calm & Foster Trust – 18 November

EDAA was proud to sponsor once more the 2019 FEDMA Event in the European Parliament, hosted by MEP Jeroen Lenaers. In the GDPR era, how can industry actions and the right EU digital policies support consumer trust and innovation?



This year's event focused on discussing consumer trust, industry self-regulation and the future of EU digital legislation. The first panel showed how industry codes of conduct are rapidly proving to be significant self-regulatory tools that sustain users' trust and adequate levels of data protection in line with the GDPR principles. The second one looked at the challenges in developing a balanced and sustainable legal frameworks for the digital world, ensuring the right balance between consumer protection and competitive EU data-driven economy.



## 2019 Effie Awards Europe – 15 October

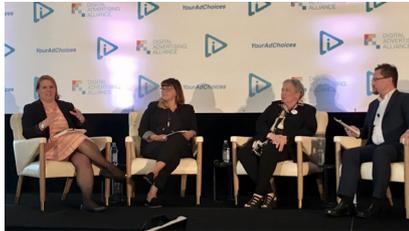


EDAA was honored to participate on the Jury for the 2019 edition of the Effie Awards Europe, the Gold Standard in Marketing Communications Effectiveness. The Effies reward high impact marketing communications

campaigns having achieved success in two or more European markets. EDAA was member of the jury for the *Best of the Best* campaign and presented the awards to the winners during the gala awards ceremony for that same category. EDAA commends the high standard of all participants and congratulates all the winners of the 2019 Effie Awards Europe.

## DAA Summit – 6 June

EDAA was kindly invited by US colleagues to participate in an international panel at the DAA Summit in Washington, DC, which examined matters such as the timing of the new ePrivacy Directive, using legitimate interest in digital advertising, and explored compliance tips, developing practices, and things to keep in mind amidst the new European privacy backdrop as it affects all businesses in the online advertising space.



## EASA Biannual Meetings

In April and October 2019, EDAA presented the latest self-regulatory developments for Data-Driven Marketing Advertising at meetings held by the European Advertising Standards Alliance in Paris and Stockholm respectively. This provided an ideal platform to engage with all European and national-level members of EASA, particularly the national advertising Self-Regulatory Organisations (SROs), responsible for enforcement of the European Self-Regulatory Programme on Data-Driven Advertising and consumer complaint handling. The debate was engaging, with a great exchange of ideas and contributions to facilitate improved complaint handling going forward with the expertise of the SROs.



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](mailto:info@edaa.eu)); we'd be delighted to meet with you where possible.

## 2. Website and branding

EDAA's website was substantially reworked and improved in 2019. The aim was to improve functionality and responsiveness, simplify the layout and information architecture, and overall make the content more accessible to both companies and users, while increasing internal navigation.



EDAA also developed a sharp and coherent visual identity, and stepped up its brand awareness through

- A ubiquitous logo
- A clear and simple messaging on as many platforms as possible (including websites of member organisations)
- Catchy graphic design for all publications
- Making sure companies display the trust seal on their website, in order to make companies EDAA ambassadors.

## 3. Interviews and newsletters

5 video interviews on specific related topics were published as blogs throughout 2019, then included in the quarterly newsletter, shared on social media and with EurActiv.



Watch all our interviews on our [YouTube Channel](#).

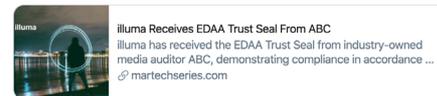
Newsletters were sent in the last week of March, June and December, compiling EDAA's activities (and blogs) of the past 3 months, as well as the main activity/event of what was coming up next. **Sign up for EDAA newsletters [here](#).**

*"very good informative site; extremely good explanations about cookies and their characteristics. Very good and clear explanation about the working of cookies and what a user can do about them."*

Dutch consumer review, 08/2019



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



10:15 AM · Jun 13, 2019 · [TweetDeck](#)

3 Retweets 4 Likes



# 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 Small and medium-sized enterprises (SMEs), companies with less than 3 million Euros of annual revenue from all online display, video and mobile advertising.

The fees (detailed below) 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 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.

## AdChoices Icon and Consumer Choice Platform fees

	AdChoices Icon licence fees	AdChoices User Choice Platform fees
Third Parties: Regular fee	5 000 EUR	5 000 EUR
Third Parties: SME fee	3 000 EUR	3 000 EUR
Web Site Operators	3 000 EUR (free of charge if purely national focus)	N/A

## 2018 close of accounts

EDAA's results from the 2018 financial year were as followed:

Income	Expenditure	Balance
1.154.000 EUR	885.223 EUR	269.150 EUR

The accumulated surplus shall be reinvested to meet EDAA's goals and ensure credible and accountable Self-Regulatory solutions for the changing data-driven advertising ecosystem, particularly on EDAA's 2020 programme development project as it revamps the educational and transparency aspects of this initiative to provide more meaningful 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.

# 2020 Outlook

**EDAA Programme Developments:** as explained above in its latest 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 assisting companies with complementarity to the law and providing 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. These developments would be centered around 3 pillars

- digital advertising value exchange,
- self-regulation, and
- how digital advertising works.

**International Coordination:** as regional Self-Regulatory Programmes on Data-Driven advertising, such as EDAA in Europe, 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 partner with MediaSmart in 2020 to elaborate a Data Educational Resource targeted for teachers (and parents) of young people aged 11-16, focusing on delivery in UK primary and secondary schools, under the PSHE and Computing curricula (UK system). The resource will be piloted in the UK in 2020 and later rolled out in other European countries. The objective will 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 2019 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 Self-Regulatory Programme to understand how they approach compliance with the new legislation in Europe and to ascertain where and how EDAA can provide meaningful 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 ePrivacy and Digital Single Market (DSM) developments, and will contribute to the debate by providing credible proof about the value of harmonised industry standards 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 extension of Data-Driven Advertising self-regulatory consumer complaints and queries, and to integrate the European Principles into the self-regulatory codes.
- **Encouraging use of Consumer Complaints Plug-in:** EDAA will work closely with EASA to encourage adoption of the “Consumer Complaints” Plug-in by national SROs. Information about this tool will be made available on EDAA’s website and [www.YourOnlineChoices.eu](http://www.YourOnlineChoices.eu) with links to download from all the main browsers (Chrome, Firefox and Microsoft Edge).
- **Handling consumer queries:** EDAA will respond to consumer queries in a timely and professional manner, and will work to categorise and understand the nature of queries received so as to further inform EDAA’s educational efforts going forward.

## Communications

- **Education & Awareness:** EDAA will further improve its brand awareness in 2019, 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 2020:** Be on the lookout in 2020 for the fifth edition of the [EDAA Summit](#). With now 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:** 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 opportunities, get in touch with us at [info@edaa.eu](mailto:info@edaa.eu)!

# Appendix: Company Progress

## Independently certified companies (as of 31 Dec 2019)

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	AGGREGATE KNOWLEDGE	FACEBOOK	IQ DIGITAL MEDIA	NEORY	QUANTCAST	SOCIOMANTIC LABS	VE GLOBAL
33ACROSS	AMAZON EUROPE	FONECTA	JADUDA	NETMINING	R1 DEMAND	SOJERN, INC.	VIBRANT MEDIA
4W MARKETPLACE	AMOBEE	G+J EMS	KNOREX	NEXTROLL	RAKUTEN	SPOT.IM	VIRTUAL MINDS
ACCORDANT MEDIA	BURDA FORWARD	GAMNED	KUPONA	NUMBERLY	RHYTHMONE US	TABOOLA	VIVALU
ADARA	CAPTIFY	GOLDBACH	LIGATUS	OATH	RUBICON PROJECT	TAPAD	WEBORAMA
ADBRAIN	CONVERSANT	GOOGLE	LINKEDIN	OPENX	RUN ADS	TEADS	YELDR
ADDTTHIS	CRITEO	GROUNDTRUTH	LOTAME	ORACLE	SALESFORCE	TEMELIO	YIELDLAB
ADFORM	DATA XU	GUMGUM	MEDIAFORGE	OUTBRAIN	SCOOTA	TF1 PUBLICITE'	ZEMANTA
ADITION	DELTA PROJECTS	IGNITION ONE	MEDIAMATH	PERFORMANCE MEDIA	SEMASIO	THE ADEXCHANGE	ZIFF DAVIS
ADOBE	EMERSE	ILLUMA	MICROSOFT	PLATFORM 161	SEVENONE MEDIA	THE TRADE DESK	
ADUX	EMETRIQ	INFECTIOUS MEDIA	MIQ	PLISTA	SHARETHIS	TRAVELCLICK, INC.	
ADVANCED STORE	EXPEDIA	INTELLIGENT OPTIMISATIONS	MOBILE.DE	PROGRAMATTIK (TURKTELEKOM)	SIGNALS	TRIPLELIFT	
AFFECTV	EXPONENTIAL INTERACTIVE	INTENTMEDIA	MYNTELLIGENCE	PUBLICIS MEDIA	SKIMLINKS	TUBEMOGUL	
AFFILINET	EYEOTA	IPROMOTE	NANO INTERACTIVE	Q DIVISION	SMARTCLIP	TURBO	



## Self-certified companies (as of 31 Dec 2019)

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. These businesses are currently working with their chosen Certification Provider towards obtaining the EDAA Trust Seal and full compliance with the Programme.

ACCUEN	ANNALECT	DMG MEDIA	LAGARDERE PUBLICITE'	OMNICOM MEDIA GROUP EUROPE	SIZMEK	UNICREDIT	APPNEXT
ADGEAR	BOUNCE EXCHANGE	FLASHTALKING	M PLATFORM	ORANGE	SMART ADSERVER	VERTICAL MASS	FLASHTALKING
AEGIS DENTSU	CENTRO	GROUP M	MAIL ONLINE	OTAVAMEDIA	STARWOOD	VISUALDNA	MAIL ONLINE
ALLER MEDIA	COLLECTIVE	I-PROSPECT	MONSTER	P & G	TEEMO	WE BOOST MEDIA	QUISMA
ALMA MEDIA	DER LEHRERFREUND	INTEL	NEODATA	QUISMA	TELEGRAPH MEDIA GROUP	XAXIS DIGITAL	STARWOOD
AMNET	DISTILLED MEDIA	JABMO	NIELSEN MARKETING CLOUD	SANOMA	THE GUARDIAN		WEBOOST MEDIA
XAXIS DIGITAL	YUME						

## Participating companies (at 31 Dec 2019)

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](http://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).

3XCHANGE	APPNEXT	CASPER SLEEP	DEMANDBASE				
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Delivering  
Transparency,  
Choice and  
Control

