

EDAA & the DSA

About us

The **European Interactive Digital Advertising Alliance (EDAA)** is a non-profit association, responsible for the administration of the pan industry, consumer-facing, self-regulatory programme covering online, data-driven advertising in Europe. This is a best practice initiative designed to enable internet users – through the display of a standardised icon, to access a centralised education and control platform – providing transparent information in 27 European languages about the ads they see online, with tools to exercise key controls over their advertising preferences.

The EDAA was created ten years ago by all parts of the diverse advertising ecosystem (media, publishers, platforms, direct marketers, agencies, advertisers, brands, Self-Regulatory Organisations (SROs) and the European Advertising Standards Alliance (EASA)) in consultation with the European Commission and through a series of eight Multi-Stakeholder Round Table meetings organised and chaired by DG CONNECT. With strong leadership and an action-oriented approach, the programme quickly surpassed all the commitments made to the European Institutions. The EDAA has come a long way since these origins and now has a wealth of experience in creating effective solutions around transparency and control. The programme acts to ensure consistency of the self-regulatory approach across Europe.

The consumer-facing programme is pan-European and industry-wide, backed by credible compliance and enforcement mechanisms. Its evolution is driven by consumer research and has gained widespread uptake in the market. **This paper sets out why the EDAA is well positioned to complement the objectives of the Digital Services Act.**

Context

We are a pan-industry alliance specifically aimed at digital advertising transparency to allow consumers to make informed choices.

The Digital Services Act proposes important and welcome transparency requirements for all players in the digital advertising market. As the EDAA already provides **an adaptable transparency solution** widely supported in the market today we stand ready and willing to support developments in this area. The DSA can serve as a transformative piece of European legislation which can underpin the further evolution of the EDAA's self-regulatory programme.

As we have developed the programme with the European Commission in the past, we are equally open and ready to explain and develop the role of the EDAA and its activities to support an environment that complements the objectives of the DSA, whilst fostering a transparent, competitive and flourishing European market built on respect for data privacy.

We are experienced partners in this dialogue and look forward to engaging with you on what further measures can build on the valued and recognised toolkit already in place across all European markets. We are ready to build additional solutions upon the traction and tools we have in place, to further enhance consumer and business transparency.



Our toolkit for consumers and business

- **Transparency and control tools**



YourOnlineChoices.eu. Several hundreds of billions of Icons are delivered each year, in Europe alone – each one offering real-time contextual information and options to consumers.

The YourOnlineChoices Platform is a simple online tool where consumers can exercise their online advertising preferences. Importantly, the website also provides users with the opportunity to learn more about data-driven advertising through a series of helpful videos and simple explanations. YourOnlineChoices.eu is today available in 33 countries and 27 languages across Europe, registering millions of monthly visits.

- **Support for advertising transparency**

EDAA is **not a trade association**. It brings together diverse industry associations across the entire online advertising ecosystem and delivers a **consumer-facing** self-regulatory programme, providing companies with the tools to achieve elements of best practice in the online digital advertising sphere. EDAA supports the role of interest-based advertising and is set up to help companies manage this practice responsibly, whilst our overarching goal is to foster an open, responsible, and trusted advertising ecosystem for all within a strong European data economy.

- **Empowering consumers**

The promise of targeted advertising from a consumer perspective is to tailor the online experience – delivering ads that are relevant to users' interests. Yet this must be done openly and responsibly. Brands depend on trust from their consumers and the EDAA works hard to ensure that the digital advertising supply chain can deliver on that trust, improving the user experience which is an important element for brands. In fact, EDAA's transparency tools have helped EU consumers learn more about data-driven advertising and understand its value towards a largely free and pluralistic internet offering.

In recent years, the EDAA has run a **Consumer Awareness Campaign** in 13 European markets¹, which aims at providing consumers with more information about the transparency and choice tools available to them. Research data supports the value of EDAA's efforts to inform consumers and signals year-on-year improvements to their recognition, understanding and favourability towards tailored advertising as a result of this initiative.

We also recognise that **education is empowerment**. In 2020, EDAA launched a series of **data privacy and digital advertising resources towards younger people in schools**, through a partnership with media literacy body, MediaSmart. In 2021 this educational drive is being explored further in a range of European markets.

Moreover, the EDAA is keen to **elicit consumer perspectives** and to use these to inform programme developments and improvements for the future. To this end – beyond a trove of quantitative research to-date – the EDAA is currently engaging with an independent provider to hold an interactive consumer conversation to ascertain consumer attitudes towards digital advertising and provide insights as to how EDAA can further develop its educational work as well as its core pillars of transparency, choice, and control.

¹ Bulgaria, France, Finland, Germany, Greece, Hungary, Ireland, Italy, Portugal, Romania, Spain, Sweden, and the UK.



It is our firm belief that a trusted and trustworthy digital advertising ecosystem is borne from empowering the consumers that benefit from it.

- **Accountability**

The EDAA integrates an entire system of compliance and enforcement measures across its self-regulatory programme, to ensure the utmost levels of accountability. Companies have **stringent compliance activities** to undertake after joining the initiative – including a self-certification and an independent audit of compliance. Those companies that pass the verification of compliance are awarded with a well-known and respected industry Trust Seal.



Moreover, EDAA partners with the European Advertising Standards Alliance (EASA) and its network of well-recognised, national advertising standards bodies (SROs). These organisations work to ensure appropriate enforcement of the self-regulatory programme across Europe (adopting the EDAA principles into their respective national advertising codes) and **tackle consumer complaints across Europe**. The approach is also **globally coherent** with similar self-regulatory initiatives in several regions and has also helped to inform the rules laid out in the ICC's Code of Advertising and Marketing Communications Practice.

Self-regulation offers companies the freedom to operate responsibly – yet it must be accountable. EDAA's self-regulatory programme is delivered alongside independent compliance and enforcement processes.

[Learn More about the Programme](#)

- Check out our [DSA Fact Sheet](#).
- Head over to www.YourOnlineChoices.eu to learn more about how data-driven advertising works and about the choices you have online.
- Visit www.edaa.eu to learn more about the AdChoices Icon and the European Self-Regulatory Programme.
- Join us at the [2021 EDAA Summit](#) on 15 November to engage on all matters related to privacy, tech and digital advertising.

Keep in Touch

All inquiries: Alex Macarescu, Communications and Marketing Consultant:
alex.macarescu@edaa.eu



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