

Table of contents

Purpose, Context and Background	2
Definitions	2
Icon.....	2
Ad Marker.....	2
Consumer Local Language (or User Language)	3
User-Facing Portal	3
Originating Ad Server	3
Enhanced Notice Provider (Approved Icon Provider).....	3
Introduction	3
Roles and responsibilities	4
Ad Marker on Desktop Browsers	4
Consumer Interaction Flow: Ad Marker Guidance	5
Guidance Reference	6
Ad Marker – general considerations	6
Ad Marker – elements	6
AdChoices Icon.....	7
Text.....	7
Container.....	7
Ad Marker – placement	7
In-ad Placement	7
Around-the-ad Placement.....	8
Ad Marker – colours	8
OBA Icon.....	9
Text.....	9
Container.....	9
Marker Applications - unacceptable applications	9
Clicking the Ad Marker	9

Purpose, Context and Background

This document provides implementation-level details on the application of the AdChoices Icon for the purposes of the EDAA Advanced Advertising Transparency Programme (AATP). It has been modelled based on the [Application of EDAA Programme Principles to the Digital Services Act](#) and the enhanced ad transparency requirements brought forward by the Digital Services Act (DSA).

The AATP, and this document which is an integral part of it, is not a legal compliance tool, nor does it offer legal compliance advice in itself. The role of the AATP is to provide, for the benefit of the digital advertising industry and European consumers, a set of tools that might be useful as a part of an ecosystem of ad transparency solutions to industry players. In this regard, EDAA does not offer legal guidance, nor does it specify who are the players that would fall under the incidence of various laws.

This document lays out the technical guidance for implementing the Icon (commonly referred to as the “AdChoices Icon”), in line with the new policies issued for the EDAA’s AATP, delivering an enhanced form of advertising transparency to the market in response to the Digital Services Act.

This document should be read in conjunction with the EDAA Transparency for DSA document, available [here](#).

Definitions

Icon

The ‘Icon’ is a specific, standardised interactive symbol, which is placed in or around an ad that, together with the approved wording as defined in [Appendix A – Ad Marker Text by Language](#), is used by digital advertising players to signify their adherence to the AATP. Clicking or tapping the Icon leads the user to the Enhanced Transparency Page.



The Icon is one of the components of the Ad Marker, as described below.

Ad Marker

The Ad Marker is the visual representation of a hyperlink presented to users to learn real-time, specific information about the specific ad they are currently viewing. Consistent and proper usage of the Ad Marker reinforces the application of consumer- friendly standards to digital advertising across the Internet.

The Ad Marker consists of a combination of three elements: (1) the Icon, (2) the approved wording (when displayed) and (3) a container to isolate the Icon (and text) from the surrounding creative when being presented within an ad.

For a list of approved text per language, see [Appendix A – Ad Marker Text by Language](#).

Consumer Local Language (or User Language)

Consumer Local Language represents one of the official European Union (EU) languages or one of the additional languages of the European Economic Area (EEA), the United Kingdom, Switzerland and Türkiye, in which information can be presented so that internet users can be meaningfully informed about—and exercise their choice with respect to—the ad they are viewing. For the purposes of this implementation, User Language can be determined in a number of ways. For more details see [Appendix B – Determine User Language](#).

User-Facing Portal

A consumer-focused website and education portal (www.youronlinechoices.eu)—available in all official EU languages and the additional languages of the European Economic Area (EEA), the United Kingdom, Switzerland and Türkiye—that provides, at a minimum, a mechanism for internet users to receive more information and means to exercise their choice with respect to the collection and use of data for Data-Driven Advertising purposes by one or more Third Parties or links to a mechanism permitting user choice over Data-Driven Advertising. A Technical Implementation Guide addressing integration of Third Parties with the User-Facing Portal is available as a separate document.

This document refers to the User-Facing Portal as being the User-Facing Portal in User Language.

Originating Ad Server

When more Ad Servers are involved in the delivery of an ad, the creative and accompanying scripts usually only reside on one. This document references the Originating Ad Server as being the Ad Server that hosts the ad; most times this is the Ad Server of the Agency or Advertiser, but can equally be a Publisher Ad Server or any Ad Server in the delivery chain.

Enhanced Notice Provider (Approved Icon Provider)

A company that serves the Ad Marker and Enhanced Transparency Page on behalf of other players in the chain, including the transparency information required under the DSA Art. 26.

Introduction

This document describes how the Ad Marker can be used in Europe by companies involved in digital advertising to provide enhanced transparency and access to control mechanisms to consumers, and to support the ongoing European Industry Programme on Data-Driven Advertising.

The aim of this document is to drive industry-wide alignment so that implementations dovetail correctly at scale while remaining compatible and harmonised with existing compliance frameworks.

This document is aimed at this stage towards an Ad Marker implemented on all ads, on desktop, mobile, and other connected devices.

Roles and responsibilities

The rule of thumb is that the **Ad Marker and Enhanced Transparency Page are to be served by the same entity that delivers the ad creative, by a specialised Enhanced Notice (Icon) Provider, or by an Online Platform.**

The mechanism to orchestrate the delivery of the Ad Marker, as well as the rendering of AATP disclosures as per the [Enhanced Transparency Page](#) of the EDAA Transparency for DSA document is specified in [OpenRTB DSA Transparency Extension](#) as well as IAB Europe’s [DSA Transparency Implementation Guidelines](#).



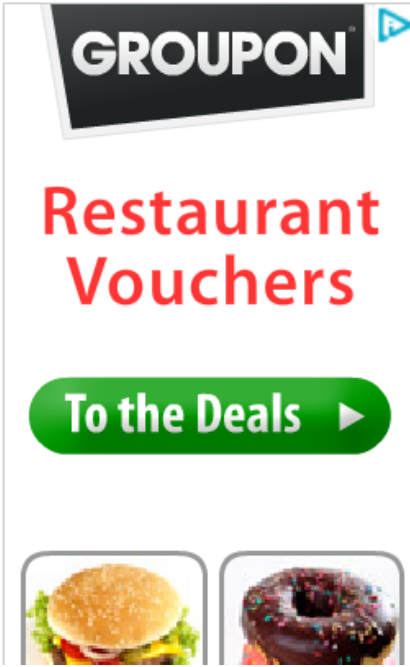
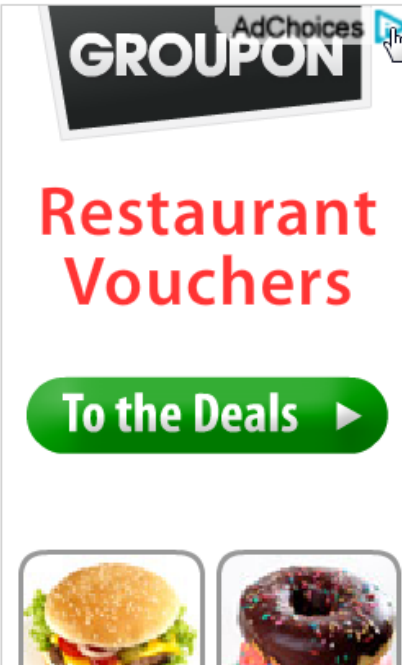
Ad Marker on Desktop Browsers

The Ad Marker is to be presented in the User Language. The list of the approved texts for the Ad Marker can be found in [Appendix A – Ad Marker Text by Language](#).

This specification refers to **two states** of the Ad Marker – ‘rolled-in’ and ‘rolled-out’:

- **Rolled-in:** Only the Icon is visible
- **Rolled-out:** The Ad Marker text is visible, as well as the Icon

This is illustrated below:

			
Icon	Ad Marker Text	Example of Ad Marker in rolled-in state	Example of Ad Marker in rolled-out state

In terms of serving, the Ad Marker should be displayed in the browser window by a script that travels along with the ad itself, hosted by the Originating Ad Server or specialised Enhanced Notice / Icon Provider.

The script should, at a minimum, fulfil the following functions:

- detect the [Consumer Local Language](#);
- ensure the correct parameters are sent back to the Enhanced Transparency Page in order to populate it with the correct information;
- ensure correct display of the overlaid Ad Marker;
- ensure that, in the infrequent situations when the Ad Marker is served by more than one party, only the upper-most Ad Marker expands into its rolled-out state when users hover the mouse over the Icon.

The Ad Marker exists as **three different parts**:

1. an **image** for the **Icon** (being served from one URL);
2. **23 images** (being served from their respective URLs) for the different **Ad Marker text languages** (as specified in [Appendix A – Ad Marker Text by Language](#)), one of which will be selected and subsequently displayed based on the User Language. The approach based on images has been chosen over the one based on text in order to retain formatting and dimensions of the Ad Marker over multiple platforms and browsers;
3. a **container** to isolate the Icon and/or text from the surrounding creative when being presented within an ad.

While the content of the images must be identical across the applicable markets (EU/EEA, United Kingdom, Switzerland, Türkiye), the Icon renderers may use local cached copies of the images to optimise performance. For the purposes of ensuring consistency across implementations, a reference version of the images for the Icon and the language-specific Ad Marker is to be hosted in a central location on EDAA's website.

This approach is different to that adopted in other jurisdictions because of the need to account for multiple languages across Europe, and often more lengthy explanatory text.

Consumer Interaction Flow: Ad Marker Guidance

The consumer interaction flow is described below:

1. As the ad shows on the screen, the Ad Marker is displayed as an overlay or around the ad. The text of the Ad Marker for each individual language is defined in [Appendix A – Ad Marker Text by Language](#). The text of the Ad Marker is to be shown in the User Language; for further information on the recommended method of determining the User Language see [Appendix B – Determine the Consumer Local Language](#);
2. When displayed as an overlay, the Ad Marker will usually be shown in the top right hand corner. For further details regarding size, colours, position, etc. for the Icon and Ad Marker, see the [Guidance Reference](#) section;

3. The Ad Marker will initially load in a rolled-in state;
4. The Ad Marker should roll out to the full state if the user hovers the mouse over the Icon. The roll-out is immediate;
5. If the ad is expandable, the Ad Marker should only show in an unexpanded state;
6. If, when rolled-out, the Ad Marker takes up more than 10% of the overall surface of the creative, then it can be presented as just the Icon (its rolled-out state can be disabled). Also, the width of the rolled-out Ad Marker should never be larger than the width of the ad. If the user clicks on the Ad Marker, an in-ad interface, or new browser tab, or browser window will be launched, which loads the Enhanced Transparency Page. It is important to note that real estate constraints or user experience constraints may dictate loading an in-ad interface first, which includes a link to the detailed Enhanced Transparency Page; while this implementation remains compliant, it is highly recommended that the Enhanced Transparency Page is accessed in as few clicks as possible from the Ad Marker.
7. The Enhanced Transparency Page must include all the information required under the section [Enhanced Transparency Page](#) of the EDAA Transparency for DSA document, and must be displayed in the [Consumer Local Language](#).

Guidance Reference

Ad Marker – general considerations

1. Appears on all ads, delivered programmatically or otherwise;
2. Appears rolled-in; rolls out when user hovers mouse over the Icon;
3. Shows on expandables only in unexpanded state;
4. The Ad Marker is served as image rather than text, for purposes of consistency over various platforms and browsers;
5. Ad Marker text is in one of 23 defined strings (one per language) as specified in [Appendix A – Ad Marker Text by Language](#);
6. Ad Marker is conditional on User Language;
7. The Ad Marker will be most commonly served by the DSP or the buy-side ad serving system; however, it can be served by an Online Platform as well where the Online Platform acts as sell-side. The mechanisms to orchestrate serving of the AdMarker and rendering the Enhanced Transparency Page are described in the [OpenRTB DSA Transparency Extension](#).

Ad Marker – elements

The Ad Marker consists of three elements: (1) the AdChoices Icon, (2) approved accompanying text, and (3) a container to isolate and increase visual prominence of the Icon and/or text from the surrounding creative when being presented within an ad.

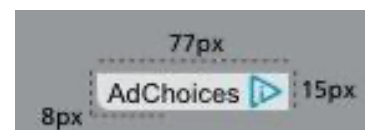
AdChoices Icon

This Icon is considered to be the standard graphical implementation. It may not be altered in any way. The Icon cannot be smaller than 12 pixels by 12 pixels (12x12). Recommended size is 13x13 pixels.



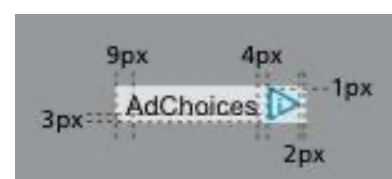
Text

The approved explanatory text for each User Language can be found in [Appendix A – Ad Marker Text by Language](#). The approved font for this text is Arial Regular. The text colour can be black or grayscale. The minimum font size is 10 pixels. The recommended font size is 11 pixels, with -50 horizontal character tracking.



Container

The container should be sized so that there is at least 1 pixel of space around the Icon. Therefore, for a 13 x 13 pixels Icon and 11 pixels explanatory text, the height of the container should be 15 pixels. The width will vary according to the length of the explanatory text. In the Ad Marker's rolled-in state, the size of the container will be 17 x 15 pixels.



The Ad Marker text should be placed at a minimum of 2 pixels to the left of the Icon and centred vertically. The recommended distance is 4 pixels.

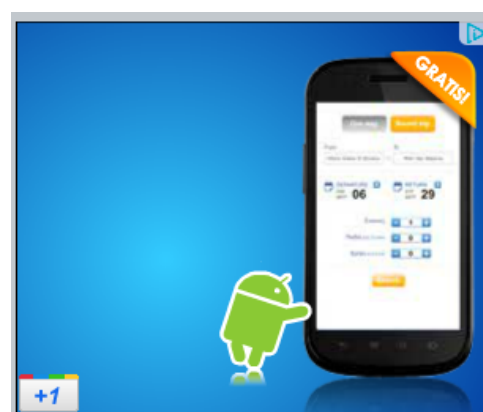
As a rule of thumb, the rounded corner of the container should be opposite the corner of the ad where the container is placed - e.g., where the Ad Marker is placed in the top-right corner of the ad, the container's lower-left corner should be rounded. The rounding should have a radius of 8 pixels.

Ad Marker – placement

In-ad Placement

For improved user experience and consistency of the approach, it is recommended that the Ad Marker is placed **inside of the ad**¹.

When inside the ad, the default placement choice for the Ad Marker should be the **upper right hand corner**. However, if this placement causes visual or functional interference with the underlying creative, then it can be placed in any of the four corners of the ad at the discretion of the party serving it. There should be no space between the Ad Marker and the ad corner.



¹ If multiple parties with different placement choices are involved, the user experience will be negatively impacted if the Ad Marker is displayed both inside and around the ad.

Around-the-ad Placement

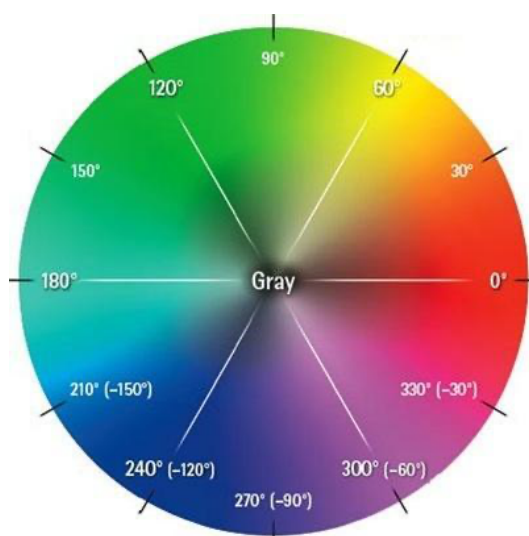
This specification allows for using the Ad Marker **around the ad**. This is to allow Digital Property Operators to use it on their digital properties to allow end-users to clearly, unambiguously, and in real-time identify a certain piece of information as being an advertisement, as well as to provide further transparency information about that advertisement.

There should be **no difference** between clicking on the Ad Marker in an in-ad scenario and in an around-the-ad scenario. Both user journeys should be similar and the rules described under the section [Enhanced Transparency Page](#) (of the EDAA Transparency for DSA document) should apply regardless.

When the Ad Marker is placed outside of the ad, its lower edge must be placed 3 pixels from the upper edge of the ad. In this case, the Ad Marker will be displayed **only in the rolled-out state**, and the surrounding **container is not displayed**. The default position should be the upper right-hand corner; however, because the Ad Marker may replace existing ad markers, such as “Advertisement”, the specific horizontal placement of the Ad Marker can be changed by the party serving it.

Ad Marker – colours

Consistent colour usage across all media is integral to the increased familiarity of the Ad Marker. It should always be presented using the approved and recommended colour formulas listed below. The colour of the Icon can be changed from one of the colour formulas below when there is a valid reason for doing so. However, due to copyright agreements, any colour in the red/pink spectrum cannot be used for the Icon. More precisely, using the colour circle below, any colour in the +30 to -30 degrees range cannot be used.



OBA Icon

PANTONE: 632
 CMYK: C=74 M=9 Y=15
 K=01
 RGB: R=0 G=174 B=205
 HEX: #00AECB
 Grayscale: 30-100%

Text

CMYK: C=0 M=0 Y=0 K=100
 RGB: R=0 G=0 B=0
 HEX: #000000
 Grayscale: 30-100%

Container

CMYK: C=19 M=15 Y=15 K=0
 RGB: R=204 G=204 B=204
 HEX: #CCCCCC
 Grayscale: 20
 Opacity: 60—90%;
 recommended value: 70%

Marker Applications - unacceptable applications



Do not outline the Ad Marker



Do not modify or recreate the Ad Marker



Do not place the Ad Marker on a busy background

Important info



Do not modify Ad Marker approved texts in any way



Do not create patterns or backgrounds with the Icon



Do not combine colours in the Ad Marker

Clicking the Ad Marker

The use of an Enhanced Transparency Page is mandatory and is accessed by users by clicking the Ad Marker. For more guidance on the Enhanced Transparency Page², please see the [EDAA Transparency for DSA](#) document.

² Referred to as “interstitial” in previous versions of this specification.