# YOUR ONLINE VOICES

WHAT CONSUMERS TOLD US ABOUT THEIR PERCEPTIONS, NEEDS, HOPES, AND EXPECTATIONS OF DATA-DRIVEN ADVERTISING





### A REMINDER OF WHAT YOUR ONLINE VOICES IS

"Your Online Voices" is the first of its kind, large-scale online engagement with consumers in Europe which was launched to uncover beliefs, expectations and hopes around data-driven online advertising.

The conversation was hosted by The European Interactive Digital Advertising Alliance (EDAA) and delivered by the independent engagement agency, Clever Together on their proprietary platform.

The engagement with consumers was designed to enable them to share their views, lived experiences, expectations, and needs in a way that cannot be done with just a survey or a small-scale focus group. It enabled a large number of them to share ideas and thoughts in their own words and discuss them with others anonymously.

Insights generated by in-depth analysis of the data will directly influence the way the digital advertising industry is self-regulated and where the responsibility bar is set.

The Your Online Voices conversation has, for the first time, uncovered an in-depth understanding of what consumers actually feel about and want from data-driven advertising, in their own words.



- The "Your Online Voices" consumer engagement What consumers told us How Europeans Feel About Data-driven Advertising Trust in online advertising is founded in familiarity People want respect from the online advertising industry Europeans want more than advert personalisation; they want advert relevance People expect practical and meaningful control Europeans seek accessible, clearly-presented information
  - Suggestions related to oversight and regulation
- Our next steps

### CONTENTS



• The Your Online Voices consumer engagement

### WHAT WE WANTED TO UNDERSTAND FROM CONSUMERS

The EDAA set out to better understand how consumers want personalised advertising to work so that we can update our standards and governance tools for the European online advertising industry.

How do consumers think data-driven advertising works?

Where does the line lie between acceptable and unacceptable practices in data-driven advertising?

What do consumers expect from the advertising industry and what would they like to change to improve their trust?

How would consumers want advertising on the Internet to work?

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### WAYS OF ENGAGING

Our aim was to go beyond the general perceptions of online advertising found in existing opinion research and instead to seek out as much in-depth, actionable input from consumers as possible.

To do so, a bespoke methodology was developed that employed multiple engagement tools, including:

### The Your Online Voices Big Conversation

A two-phase open, deliberative conversation. The first phase included four open-ended questions and the second one specific solutions-oriented ideas split into three topics. Participants were able to submit their ideas, comment on what others said or vote to express their preferences.

### The Your Online Voices Survey

A quantitative survey, hosted in parallel to the Big Conversation, to test more specific solutions and to develop an improved sense of the weight of consumers' opinion on some key issues.

The Your Online Voices consumer engagement



### The Your Online Voices consumer engagement

### **OVERVIEW OF PARTICIPATION**

The Your Online Voices Big Conversation was open in <u>two</u> languages (English and French) for just under four weeks, from 15 March – 10 April 2022.

# 3,210

# 1,162

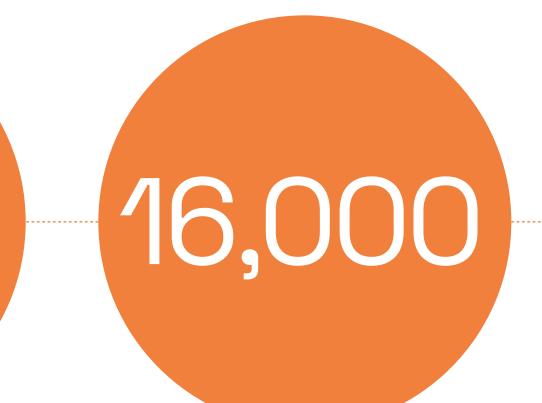
**EUROPEANS LOGGED INTO THE CONVERSATION** 

**OF THEM PARTICIPATED IN** THE DISCUSSION

Participants in the conversation joined from five countries across Europe: England, France, Germany, Belgium and Latvia, with the largest representations from England and France.

Participants came from a wide range of backgrounds and age-groups with most of the participation taking place by consumers between the ages <u>31 to 65.</u>

### During this time:



### **CONTRIBUTIONS MADE TO THE CONVERSATION**

# 1,812

**RESPONSES GENERATED BY THE** YOUR ONLINE VOICES SURVEY



### Insights

The Your Online Voices consumer conversation generated an enormous amount of rich and deep insight about what consumers feel about online advertising and what they want in order to make their experience better.

A lot of consumers shared their perceptions, in line with what we've seen in opinion research by other research vendors, but most went further and expressed their preferences of how they want online advertising to work better for them.

In this, the findings of this study are unique because they provide us with much more in-depth insights into what consumers expect from the advertising industry, in their own words.

Most participants expressed negative sentiment towards targeted advertising, mainly because it made them feel overwhelmed by its sheer quantity, disruptive format, and amount of perceived tracking which it involved. Some went as far as to say that it made them feel spied on.

A majority of contributions (over 68%) focused on consumers sharing their concerns about their data being misused or having their vulnerabilities exploited.

Only a minority of participants reported that they like and / or trust targeted ads based on their ability to introduce them to useful products or offers.

### • What consumers told us

### Attitudes

### Preferences

The vast majority of the conversation focused on consumers' preferences where they discussed their expectation for a safer online advertising experience, more suited to their specific needs, more customisable, and more user oriented.

While a minority of consumers thought that this should be achieved through more regulation and more corporate responsibility, most of them would like to see more practical and meaningful control over the data they share, who they share it with, and the types and topics of the ads they see.

Along with more meaningful and practical control, participants expressed their need for more clearly-presented information, both about the ads they saw and about the data used to serve them.



### • What consumers told us

While the notions of control and information are not new, the way in which consumers have asked to have it demands a paradigm shift.

In essence, the findings help to redefine the online advertising industry's understanding of what consumers want, breaking it out of its current transactional lens and moving it into a two-way relationship-building lens.

The key themes which we take away from what consumers told us are those of:

Respect Relevance Meaningfulness Clarity Practicality

## 25,00

4,911

20,354

Most Di To

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I want to be a

There are to

'Based o posts/like

)()	In total, the Your Online Voices conversation generated more than
	25,000 data points.

About 25% of these (4,911), focused on participants' perceptions of and attitudes towards online advertising.

75% (20,354) focused on consumers' wants and preferences for how targeted advertising works.

)iscussed opics¹	Most Liked Topics <sup>2</sup>	Most Controversial Topics <sup>3</sup>	
urate my own ertising	Who has access to my data / is targeting me?	l want a centralised control panel for ads	
e able to block ads	How is my data used?	l trust ads from known brands	
too many ads	I want to choose what data I'm sharing and how it is used	I'm against advertising in general	/
on sum of kes/dislikes	<sup>2</sup> Among topics discussed more than the average / Adjusted by number of contributions	<sup>2</sup> Among topics discussed more than the average / Adjusted by number of contributions	F



### • What consumers told us

About a quarter of contributions were about consumers' overall negative sentiment towards online advertising, predominantly feeling overwhelmed and concerned about how their data is collected and used.

Most consumers shared preferences for how they want online advertising to work for them.

They expressed a desire to feel more <u>respected</u> by the online advertising industry.

They want to see more <u>relevant advertising</u> in more non-intrusive ways.

To achieve this, they want <u>meaningful</u> agency over their online advertising experience, enabled by <u>practical</u> control over what ads they see and <u>clearly-presented infromation</u> that helps them make choices.

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### Summary



The Your Online Voices conversation and survey uncovered that overall, consumers have a negative sentiment towards ads in general and data-driven ads in particular.

Many expressed that they feel overwhelmed by tracking and sometimes see ads that they feel are a result of someone listening in on their conversations.

Moreover, consumers noted that despite knowing their data is being collected and used, many of the ads they see are not relevant to them.

When ads are relevant and well-served, however, consumers reported that they are useful in helping them to discover new products and take advantage of good deals.

The overarching feeling consumers come away with from online advertising is one of being overwhelmed by tracking.

They shared that they feel like they very often see personalised ads without knowing how exactly advertisers could have got the data needed to target them, which left them with the feeling that they have little control over the use of their data and how to change things.

them.

In terms of ad user experience, many participants disliked the fact that ads interfere too much with what they are trying to do.

Consumers mentioned that ads tend to pop up in a way that is distracting or that obscures / blocks access to content. The overall feeling was that the web has become a place that was about ads rather than about accessing useful content and information.

Related to that was the feeling of being 'listened in on'.

Some consumers <u>reported being worried</u> that everything they did or said, even in private or spoken conversation, was listened to and could potentially be used to manipulate



### Many consumers are frustrated with their ad experience.

This frustration seems to stem from interfaces and interraction that users perceive as designed to trick or mislead them. One common example was <u>how difficult it could be to close ads</u>. Missing the close button was often reported to lead to opening a new page, while it was not the intention. This <u>left consumers feeling almost "infantilised"</u> when confronted with such a lack of control.

Many consumers were <u>concerned about their data being collected without</u> <u>them being fully aware.</u>

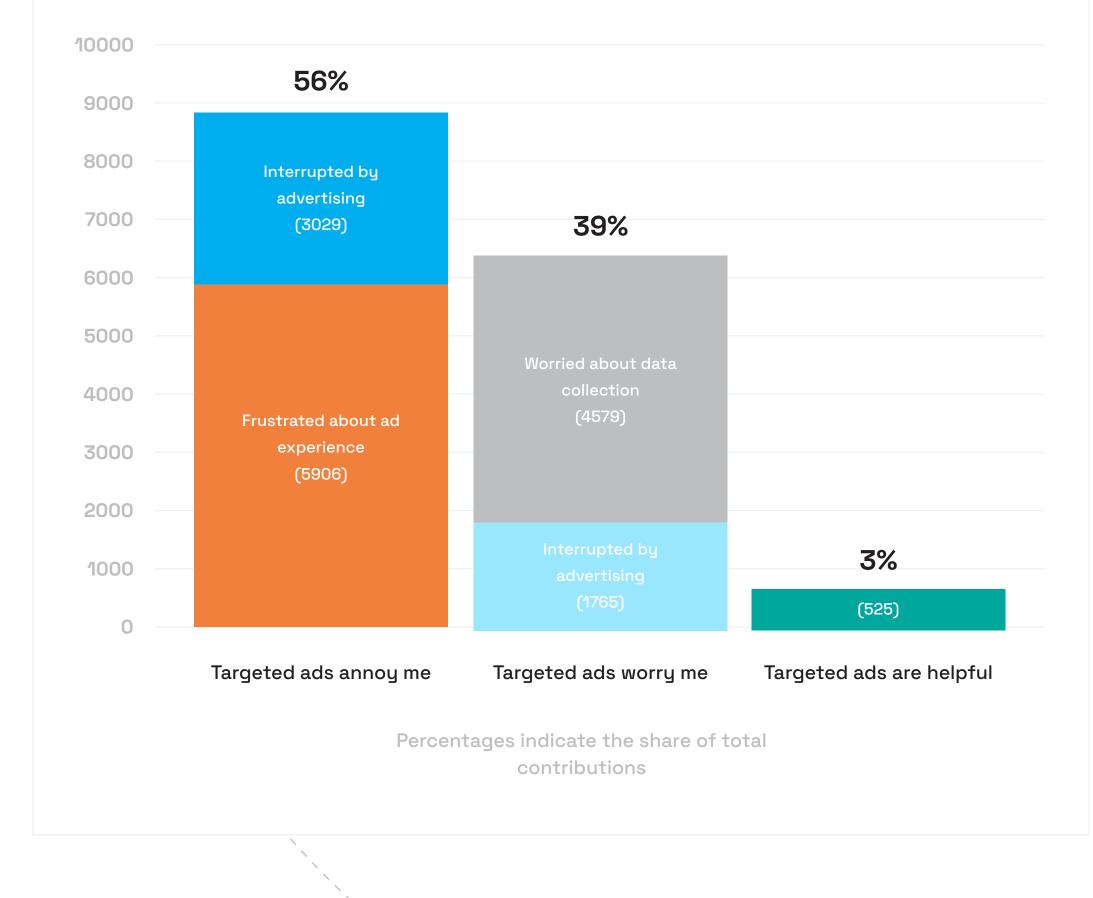
And used by companies for their own profit. This feeling came with a fear that data could be used to <u>exploit users' vulnerabilities</u> and potentially manipulate them.

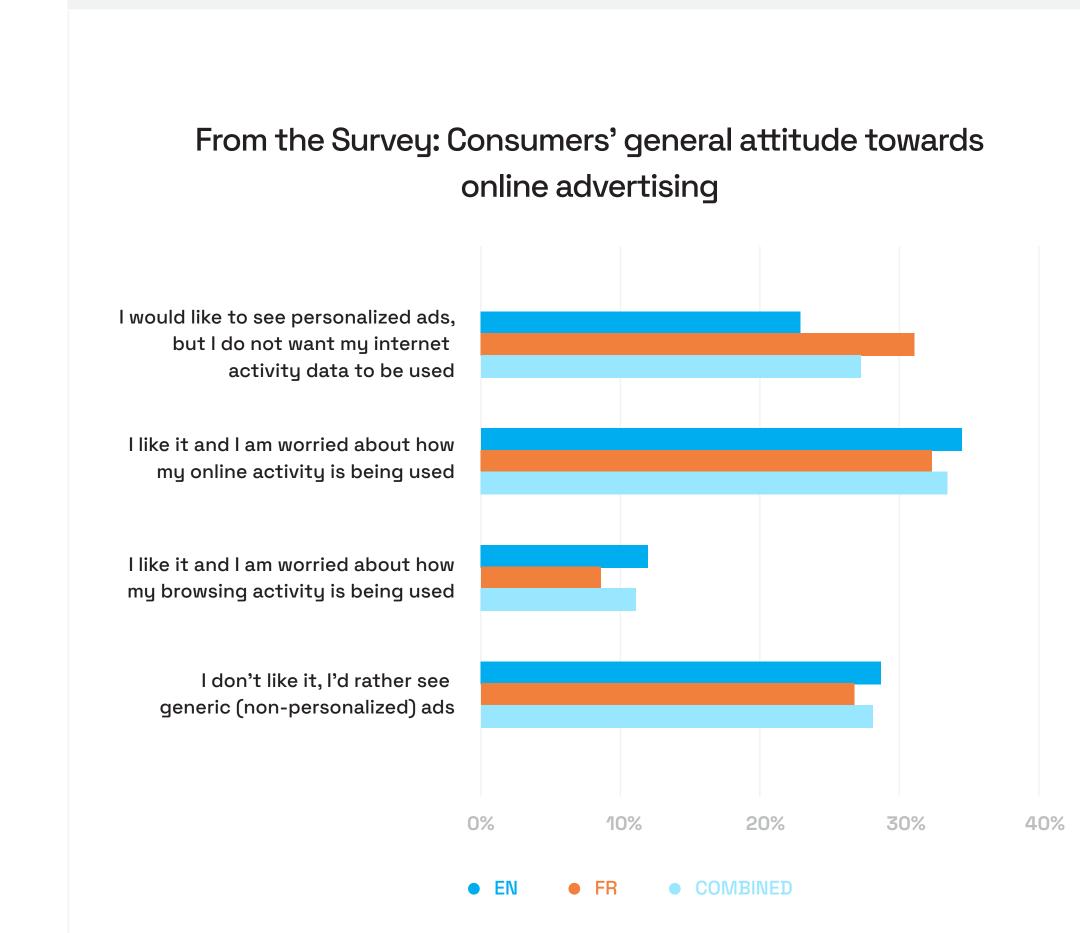
Despite that, some participants explained that targeted ads <u>helped them</u> <u>discover new products.</u>

There was also some understanding that targeted ads were part of the internet business model and that they allowed users to have access to free content and services.



### Number and share of contributions related to how consumers feel about online ads







In general, consumers said they feel <u>overwhelmed by the amount of</u> advertising they see and the level of tracking they think is happening in the background.

A lot of <u>consumers feel frustrated</u> with their ad experience and do not think they have a meaningful way to change it.

A predominant concern shared by consumers was that their data is being collected and used without them being fully aware.

Despite this, some consumers felt that when done well, <u>online ads can</u> be very helpful in bringing new products or good deals and were open to the idea of more relevant, less intrusive online ads.

### Summary



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"I find online advertising frustrating, I know my online activity is used to decide what advertising to show me, but I'm not always looking at things online I want or need sometimes it's research and I know if I look up something I am soon bombarded with ads for something I have no interest in. I've even gone as far as adding ad blockers to my email and social media, so I can actually see the content I want and not be interrupted by ads every click of the mouse. "

> "I'm not bothered by personalised ads on the internet but I'd like to have more controls with regard to whom my data is sold to and to what purpose."



"Whatever you do on the internet, you can't do it without being spied on."

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### • The voice of the people



"The idea of targeted advertising is good but the issue is that now they're abusing it"





### TRUST IN ONLINE ADVERTISING IS FOUNDED IN FAMILIARITY

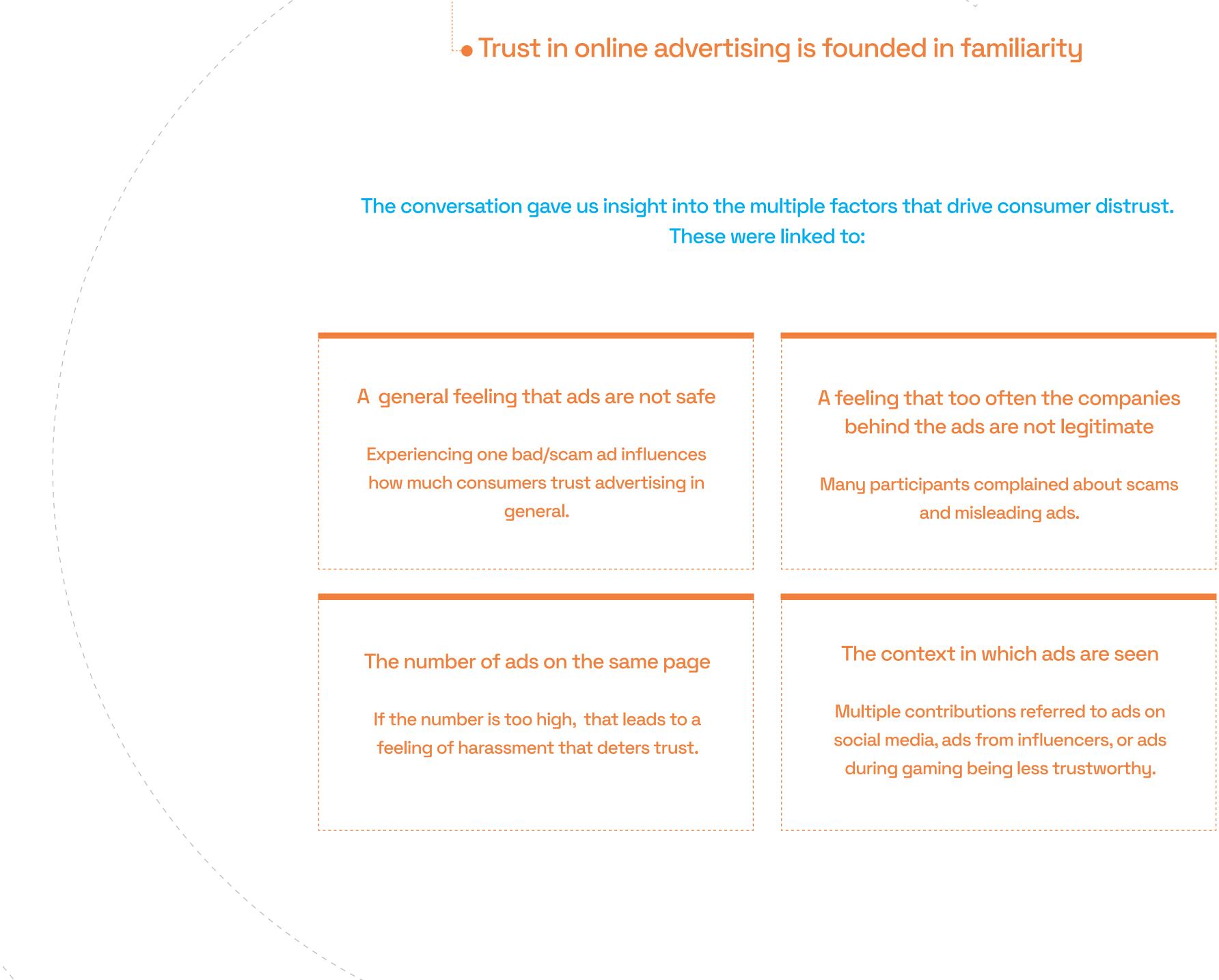
Both the conversation and quantitative survey demonstrated that <u>the key driver of consumer trust in online advertising is</u> <u>familiarity with the companies behind the ad.</u> The actors consumers trusted least with their data were content or news websites that they are NOT familiar with, followed by social media platforms and intermediaries. The <u>most</u> trusted actors were content or news websites the participants were familiar with, followed by local advertisers.

It is important to understand familiarity is more than having heard of a company. It is about feeling like consumers have a <u>positive relationship</u> with the companies responsible for the ads they see.

Therefore, consumers' contributions showed that trust is correlated to understanding <u>who</u> is behind an ad, <u>why</u> they are being shown it, <u>where</u> the data came from, <u>what</u> data companies have on them, and <u>how</u> it is being used to tailor and serve them ads

It is important to put the levels of trust consumers have in context - even when ads are shown by familiar companies or on familiar websites, the quantitative survey demonstrated that consumers' overall trust is very low, not going beyond 4/10.





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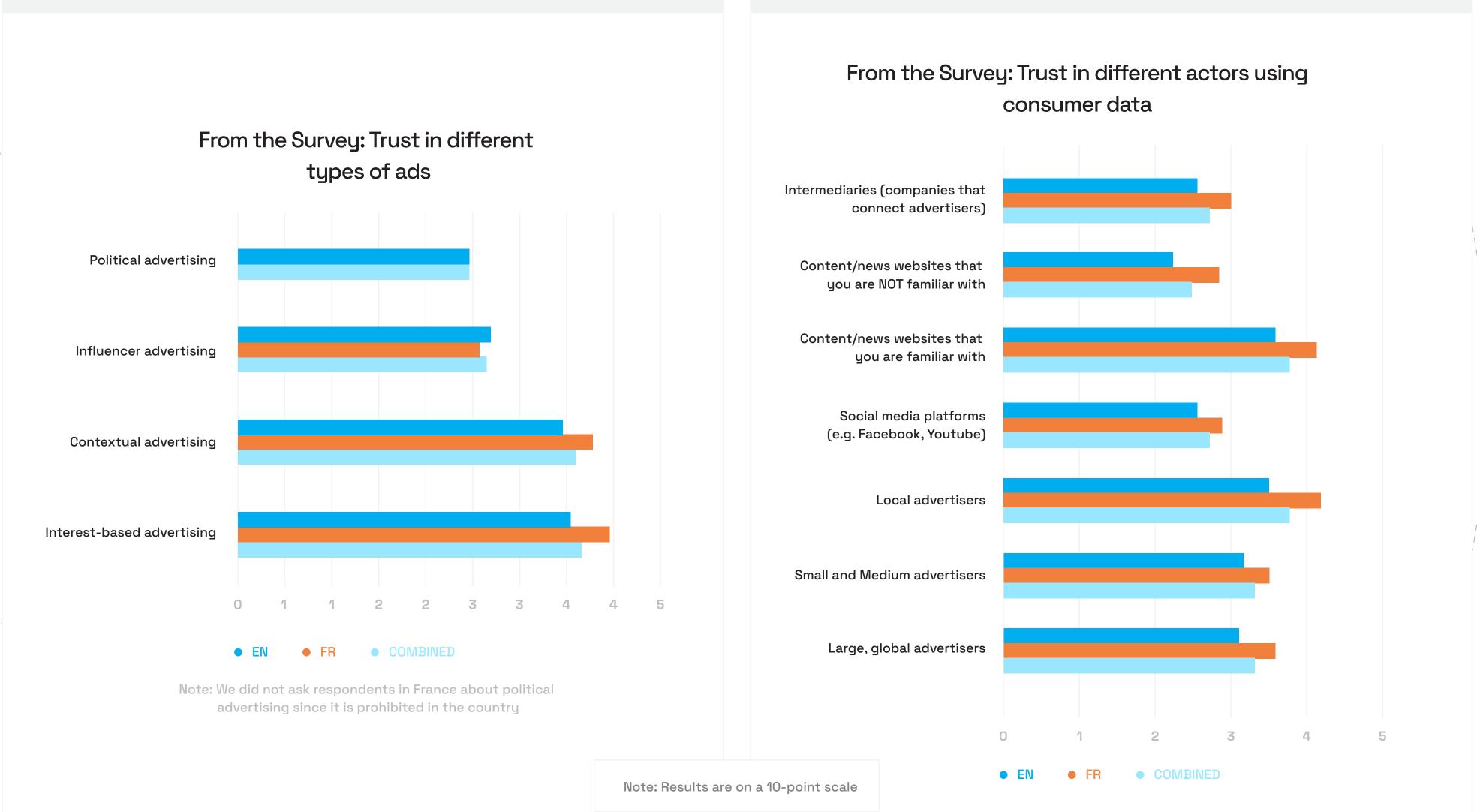
### Trust in online advertising is founded in familiarity

The conversation gave us insight into the multiple factors that drive consumer distrust. These were linked to:

A general feeling that ads are not safe A feeling that too often the companies behind the ads are not legitimate Experiencing one bad/scam ad influences how much consumers trust advertising in Many participants complained about scams general. and misleading ads. The context in which ads are seen The number of ads on the same page Multiple contributions referred to ads on If the number is too high, that leads to a social media, ads from influencers, or ads feeling of harassment that deters trust. during gaming being less trustworthy.



### • Trust in online advertising is founded in familiarity

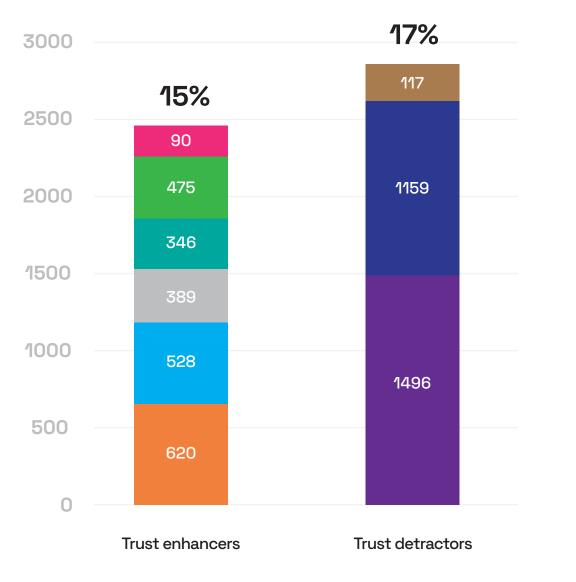


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### • Trust in online advertising is founded in familiarity

### Number and share of contributions relating to consumer trust



Percentages indicate the share of total contributions

- Too many ads
- Ads in certain contexts

• I know what data I'm sharing and with whom • I know how my data is used • I understand why I'm seeing an ad • I know who is behind the ad I see • I know the brand behind the ad • I know the site on which I see the ad • Intrusive and manipulative ads



### • Trust in online advertising is founded in familiarity

Overall, consumers expressed a low level of trust in online advertising: Our survey results demonstrated that consumer trust in different types of ads, contexts, and actors behind online ads does not surpass 4/10.

The key <u>driver of trust was familiarity</u> with the company behind the ads: Familiar publishers or advertisers were most trusted by consumers with their data, followed by local advertisers.

<u>Distrust was mainly linked to the potential for ads to be scams or to</u> <u>mislead consumers:</u> Experiencing one bad ad seems to influence how much consumers trusted advertising in general.

### Summary



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"If it's a company I'm aware of, have recently engaged with, or have knowingly consented to sharing information and receiving ads I'm much more likely to be trusting of the advertising over it it's some random company that I've never heard of."

> "I am much more likely to trust adverts from companies I recognise and trust. I also don't mind when I see adverts that are relevant to me, either because of location/have searched similar products/makes sense for my demographic etc. but in order to trust the company, I would want them to have reviews from customers/trust pilot etc."



"Everything inspires me to be suspicious because too many consumers are being fooled and I find it abnormal that there is no control of ads."

### • The voice of the people



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"Simply I don't trust any ads without checking further."





### **EUROPEANS WANT RESPECT FROM THE ONLINE ADVERTISING INDUSTRY**

An overarching theme that emerged during the conversation was that consumers would like online advertising to feel more respectful. Consumers view a lot of the industry's current practices as intrusive, and aiming to trick or deceive. Instead, their request is for the online advertising industry to act in an ethical and considerate manner and genuinely listen to and apply user preferences.

### More respect for their ability to choose for themselves:

Some participants, including a 90-year old participant, feel infantilised by the industry and instead of being told when to look at ads or what should interest them, they would like to know that they can meaningfully choose for themselves.

......

### **Consumers would like to see:**

### More respect for their data and privacy preferences:

Several contributors reported that they feel that they had been deceived by companies that pledged not to use or sell their data for advertising purposes, but did it anyway. On the contrary, understanding what is happening with one's data was seen as a foundation for consumers to trust targeted advertising more.

.....



### • Europeans want respect from the online advertising industry

### This respect would be demonstrated through:

## Not using actions that are seen as tricky or manipulative:

Overly complex terms and conditions, using deliberately small characters, having to restate cookie preferences on every page, buttons to close ads that are hard to find or press, and making it as easy to reject as to accept collection of data were all issues that consumers raised which they would like to do away with.

## Not disrupting browsing experience:

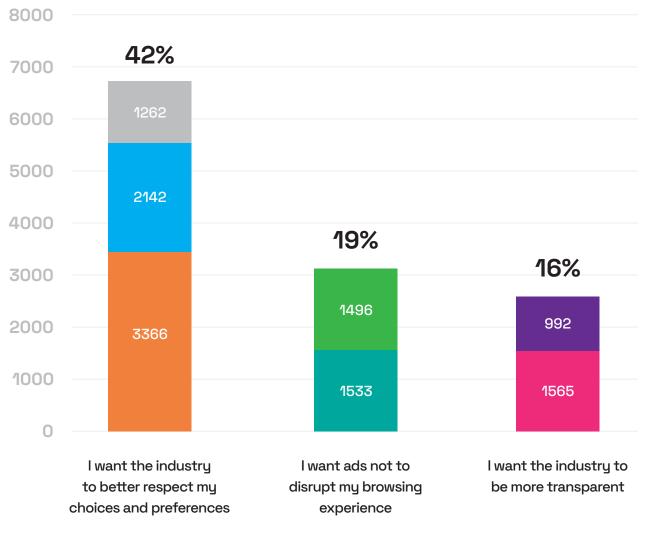
Users would like for ads to stop disrupting their browsing experience, for instance by using intrusive methods to get their attention (e.g., flashes, extremely vibrant colours, video ads that play automatically) or by layering over the content or obscuring it. In this context, pop-up ads were seen as particularly disrespectful and counter-productive given they lead consumers to dislike or distrust the advertiser whose ad they are seeing.

## Doing things that are non-transparent:

Consumers want companies to stop doing things they don't know about, making them feel something 'shady' is happening. They would like to feel respected enough for companies to give them information about how their data is collected and used to deliver them ads in a way that is straightforward.



### • Europeans want respect from the online advertising industry



Percentages indicate the share of total contributions

- I should be able to decide if I share my data and who I share it with

- I would like less ads

Number and share of contributions related to ad experience being respectful

• The industry should listen to my choices and not try to deceive me

• I should be able to choose when I want to see ads or not

• I would like ads that do not interfere with what I'm trying to do

• I want to know how the system works and who is behind it

• I should know what data the industry is collecting and why



### • Europeans want respect from the online advertising industry

An underlining theme which came across more broadly was that consumers would like online advertising to feel more respectful - of their data and ability to choose for themselves.

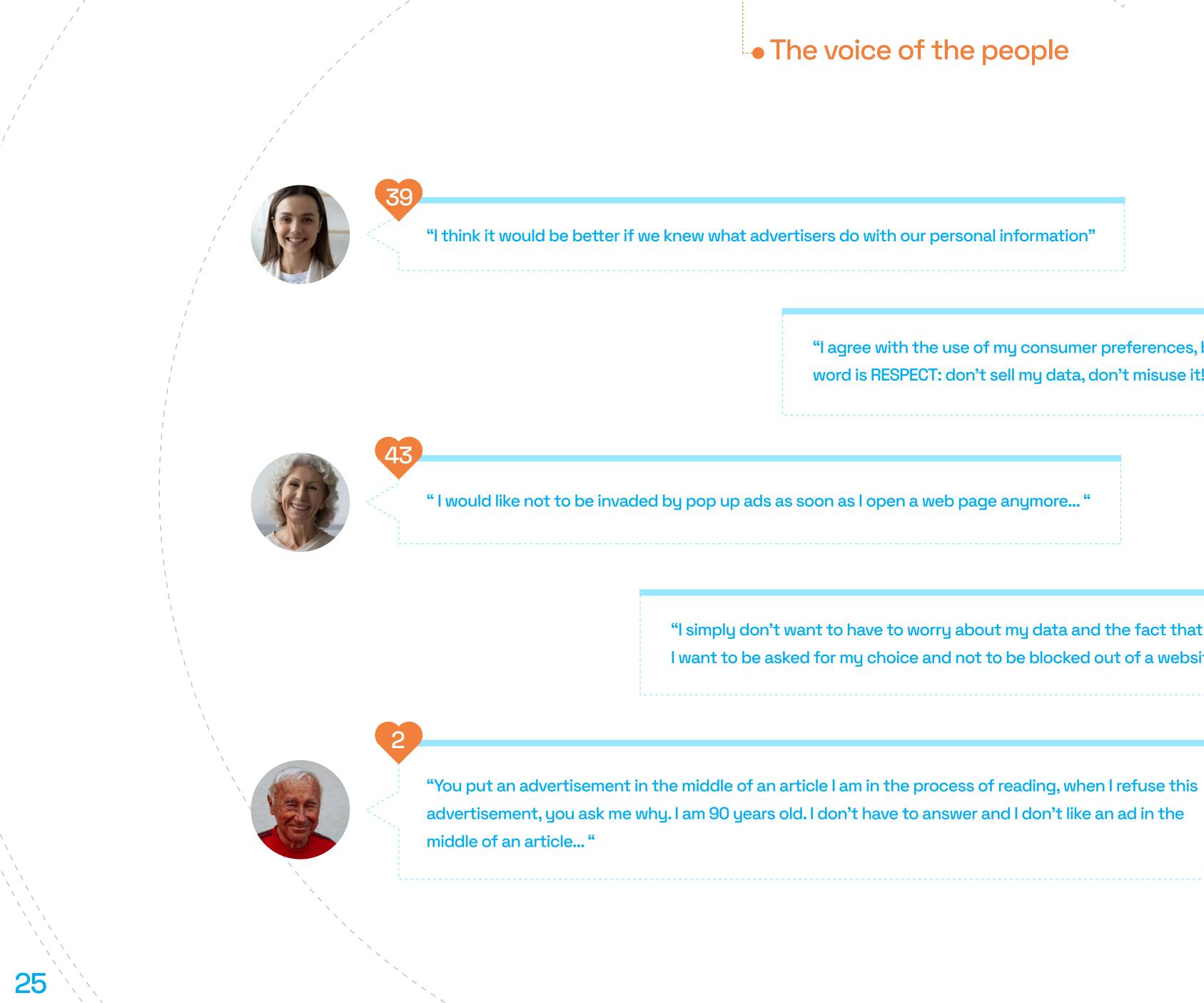
The key asks related to this was to not:

Be <u>tricky or manipulative</u>, <u>obscure content</u> or <u>disrupt their browsing experience</u>, and do things in a <u>non-transparent manner</u>.

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Summary





### • The voice of the people

"I agree with the use of my consumer preferences, but the most important word is RESPECT: don't sell my data, don't misuse it!"



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"I simply don't want to have to worry about my data and the fact that they could be misused. I want to be asked for my choice and not to be blocked out of a website if I refuse"



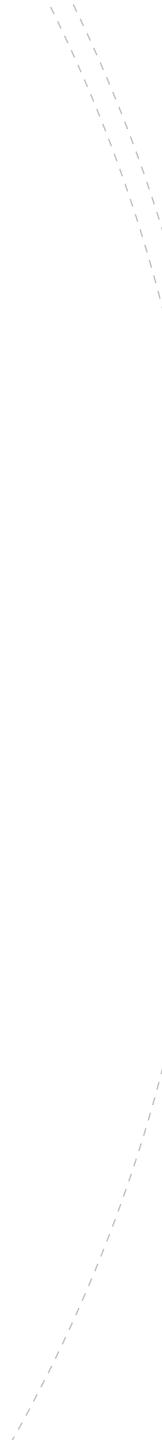
### EUROPEANS WANT MORE THAN ADVERT PERSONALISATION; THEY WANT ADVERT RELEVANCE

Europeans want data-driven advertising to be <u>relevant</u>, not just 'personalised' a large number of consumers pointed out that the adverts they see are not relevant enough to them in that <u>they don't help them to make better purchasing decisions</u>. Some noted that considering the amount of data collected about them, they expected adverts to at least be well-tailored.

### This lack of relevance was often reported to be due to:

Repetitive adverts that did not stop being shown even when ignored Adverts not corresponding to consumers' interests, e.g. linked to consumers' age or gender but not being applicable to their personal circumstances

Adverts for products they have already bought Adverts linked to research consumers were doing for work or other purposes that were not linked to a purchasing intention



### • Europeans want more than advert personalisation; they want advert relevance

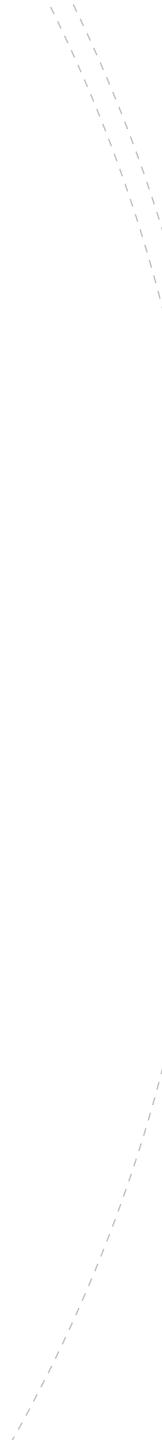
This observation leads to an overall conclusion that while data-driven adverts are 'personalised', in that they use personal data to be tailored and delivered, they also need to be relevant to be well received by consumers. In order to address this, consumers appeared to want:

### Better quality adverts:

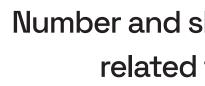
Consumers reported that too many adverts were not useful to them and wished to instead see more adverts that promote new products, are more informative or help them find good deals.

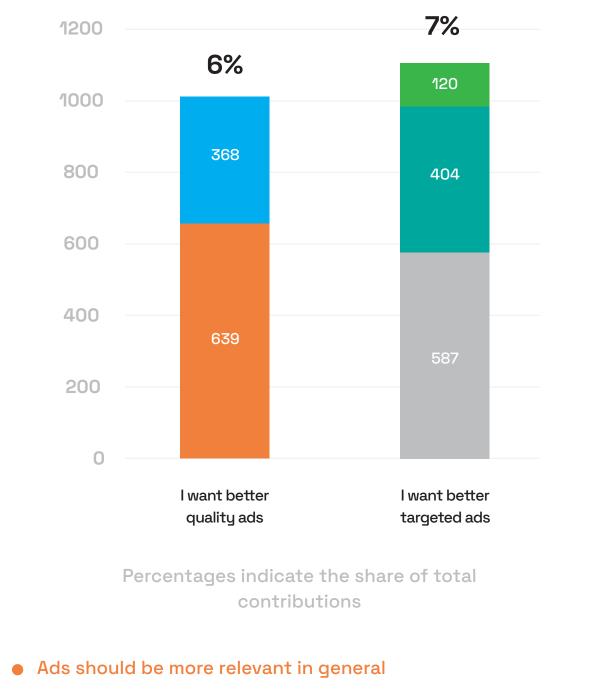
### **Better targeted adverts:**

Consumers were surprised that considering the amount of data collected about them, the adverts they were served were not more precisely targeted. Some expressed that they wanted to not see adverts about products they have already bought or adverts that kept getting served to them for days or weeks while they were constantly ignoring them.



### • Europeans want more than advert personalisation; they want advert relevance



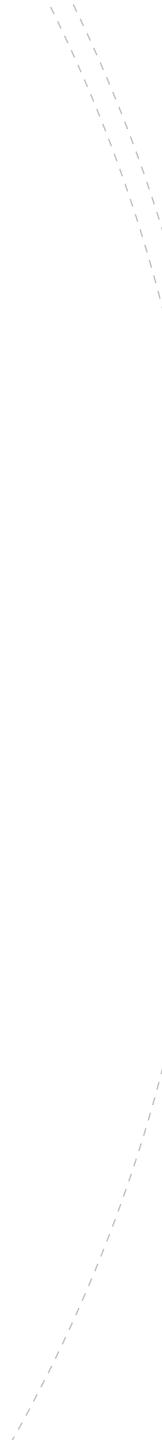


- Targeting should be more precise and relevant
- I should not see ads for products I already bough

### Number and share of contributions related to ad relevance

• Ads should help me make better, more informed purchase decisions

• If I ignore an irrelevant ad, I would like it not to come back



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An important distinction emerged that in addition to being personalised, i.e. based on personal information, consumers want adverts to be more relevant to them.

A large number of consumers felt that a lot of the adverts they see online are currently not relevant to them – either because they relate to a product they've already bought or are not linked enough to their current interests.

To be more relevant, consumers would like adverts to be of <u>better</u> quality (in being useful) and better targeted.

### • Europeans want more than advert personalisation; they want advert relevance

### Summary







"I would like to be shown better targeted ads, but without trying too hard. Show me an ad once, not twenty times a day. Stop following us around all day like spies."

> "Ads should revolve around our interests and our day to day life. Twenty years ago I would have been interested in ads for diapers, baby food of infant formula. Now that I'm 46, I really don't care. It's counterproductive because it deters me from looking at the other ads."

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"I would like companies not to bombard me with ads all the time but make ads much more relevant for my needs."

> "I'VE ALREADY BOUGHT THAT! I'd like to have a button for already purchased when I have bought something - that way I don't need to be hounded for all eternity by Toaster companies when I bought a toaster 3 weeks ago - this will save my time, and companies time and guarantee I don't get so fed up I never purchase from that company in the future!"

### The voice of the people



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### MORE THAN ANYTHING, CONSUMERS WANT AUTONOMY OVER THEIR EXPERIENCE OF ONLINE ADVERTISING

The key takeaway which came through from the Your Online Voices conversation is that consumers want to be able to practically, meaningfully, and simply curate their own advertising experience when online. While there is variance in the preferences on what is controlled and how, the overarching desire for autonomy - the want of consumers for freedom to choose what action to take - was felt across the two conversations.

Ultimately, consumers shared that they come away from their online experience feeling annoyed and frustrated that they are not given autonomy to decide for themselves, and, instead, get served content that has been deemed appropriate for them by other means. What makes the consumer experience worse is that they feel that even if they were to spend a lot of time trying, there is currently little they can do to change this in a consequential and lasting way. Consumers recognise that advertising is an indelible part of the Internet and helps them to see content and use services for free. Therefore, they would like to change their current experience by having practical and meaningful control over the advert they see and <u>meaningful and</u> <u>simply-presented information</u> to help them take informed decisions.

The predominant indication is that consumers would find self-curation and self-identification of interests much more effective and would ultimately lead to a better response to the ads they see. This could help to bolster the recognition by some, currently in the minority, that <u>personalised advertising can be useful when relevant and</u> <u>served in the right way, as it has helped them to discover</u> products and services and find offers that they would otherwise have been unaware of.



### EUROPEANS EXPECT PRACTICAL AND MEANINGFUL CONTROL

Overall, consumers that engaged in the conversation explained that they wanted more control over their ad experience, especially when it came to their privacy and interest preferences.

While some noted that such control already exists in principle, many expressed that too often the tools they had at their disposal were not <u>practical enough</u>, either because they had to be fiddled with on each website or because they were difficult and / or complex to properly understand.

Moreover, a lot of participants felt that they did not <u>have a way to express their preferences in a</u> <u>meaningful way</u> that would consequentially change the ads they see.



### • Europeans expect practical and meaningful control

During the conversation, consumers shared a number of useful suggestions of how to address this issue and grant them more practical and meaningful control:

<u>Consumers would like for their privacy and cookie choices to</u> <u>be retained across the web</u> without them having to state these choices multiple times. This would ideally include the ability to decide whether to be targeted or not.

Alongside having their preferences retained, consumers expressed that they would like the ability to easily revoke consent they've given and delete data associated with it whenever they saw fit. More generally, they agreed that they should be able to more meaningfully control what data they were sharing and who had access to it.

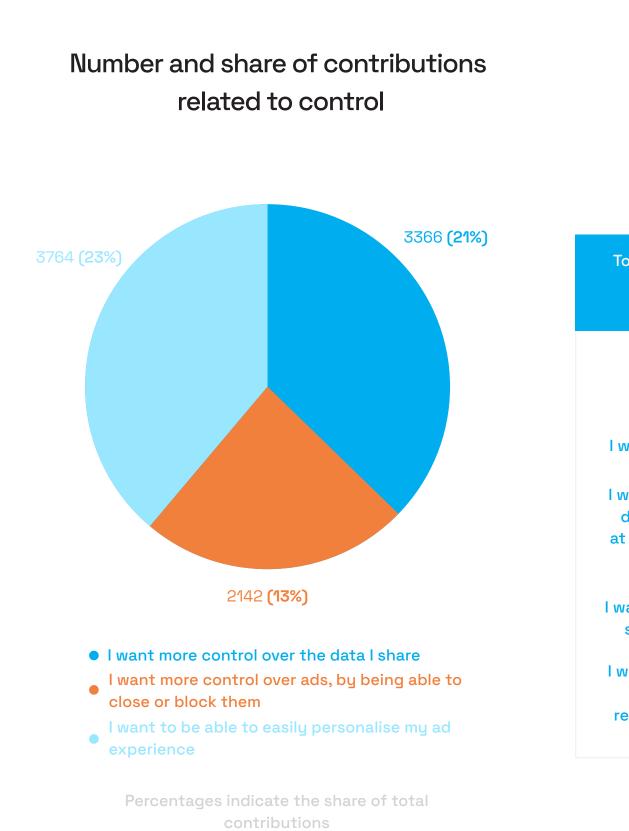
Importantly, a key finding from the Your Online Voices Survey demonstrates that the tools consumers would find most practical could vary by country, with the preferences for ways to control online advertising turning out to be diametrically opposite in France and the UK (see graph "From the Survey").

Many consumers pointed out that personalisation would be more useful if they had the option to choose their interests and the types of ads they want to see, rather than being targeted only on the basis of algorithms that couldn't account for every change in personal circumstances or the desire to buy a gift for someone else with different interests.

For these controls to be really meaningful, consumers also discussed that they need actual choice - meaning that accepting to be tracked and targeted with adverts should not affect their experience of the web.

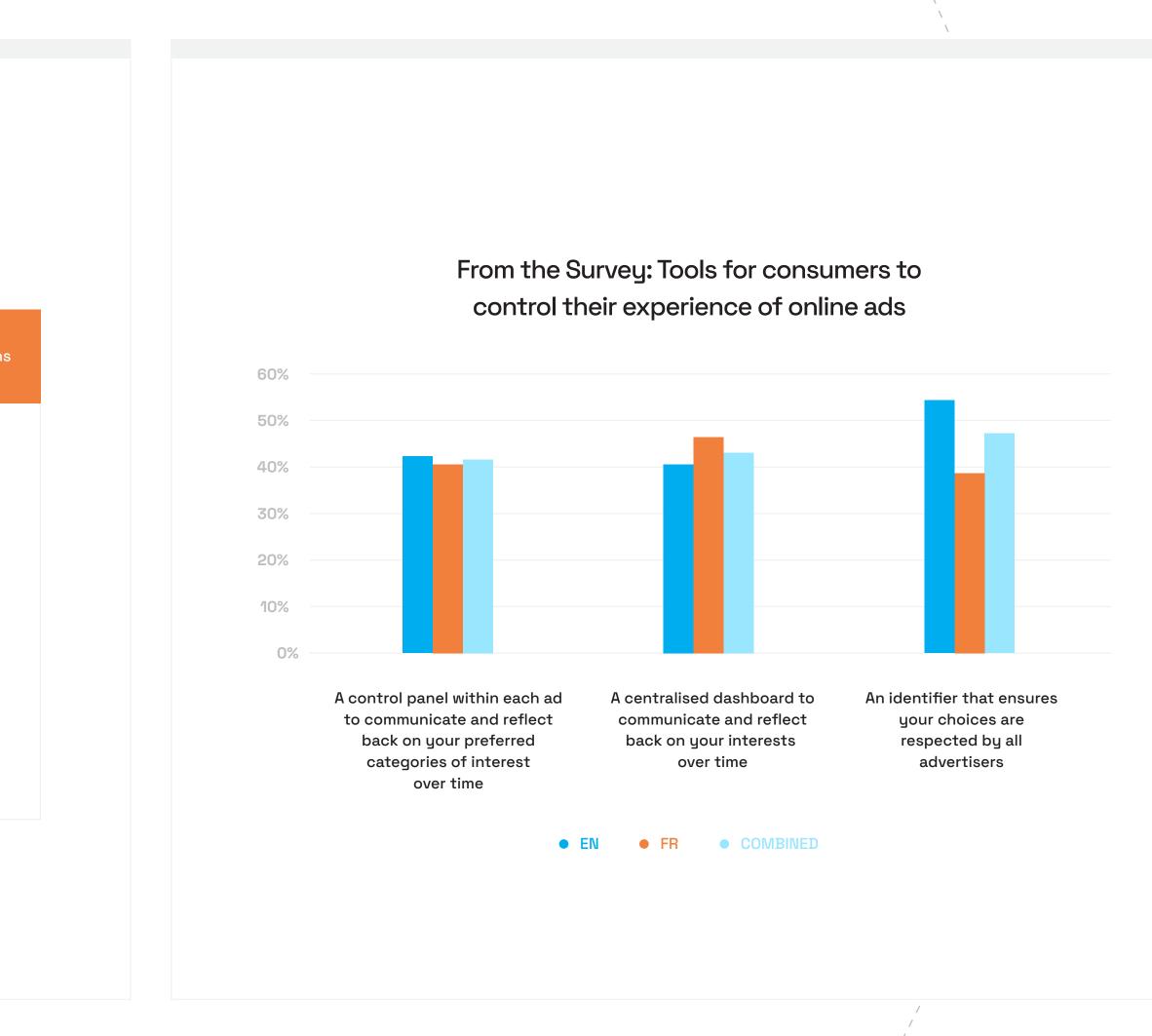


### • Europeans expect practical and meaningful control



related to control over targeted advertising	Total Contribution
l want to curate my own	
advertising	2,553
I want to be able to block ads	1,495
l want to be able to enable or disable / opt out targeting	
at will by simply revoking any consent i've given	1,021
l want to choose what data l'm sharing and how it's used	896
l want my advertising, privacy and cookie preferences	633
remembered across the web	

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The main thing that consumers want is to have <u>more meaningful and</u> practical control over online advertising.

The key things consumers want to control are their privacy (what data is collected by whom and how it is used) and interest preferences (what interests they are targeted based on).

<u>Consumers in different countries have different preferences</u> for the tools they would like to use to control the ads they see.

### Europeans expect practical and meaningful control

### Summary







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"I find online advertising frustrating... I've even gone as far as adding ad blockers to my email and social media, so I can actually see the content I want and not be interrupted by ads every click of the mouse.."

"The
com



"Often when you are given the option to deny cookies, the website asking to ask them makes it more intuitive to say yes - e.g. the yes button being highlighted. Some websites offer you with huge lists of every company that has access to the information they can access, instead of letting you deny all unnecessary cookies. With necessary cookies, I feel we should be told WHY they are necessary.."

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"On each ad I would like to see a button giving me the choice to accept or refuse personalized ads. This button would give the possibility to : - ON: accept to be tracked by the brand during my browsing and research to be offered ads related to my requests and interests. - OFF: refuse to be tracked by the brand, and see only random ads, without any personalization. But that, on each ad. This way, you can select on a case by case basis the subjects where you accept the proposals and those where you don't want to be tracked.

To illustrate, when I'm looking for gifts - let's choose earrings for example - I don't want to see all kinds of earrings displayed by surprise every time I or someone else logs on to my PC. On the other hand, since at the same time I'm looking to buy a new car, I don't want to block the way to ad personalization and I want to be able to take advantage of ad personalization for this theme."

### The voice of the people

choices of everything in the hands of the individual, not the panies/advertisers but the person whom the data is being saved from."

"I want to choose the topics of my ads."



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### EUROPEANS SEEK ACCESSIBLE, CLEARLY-PRESENTED INFORMATION

Many consumers called for more transparency and better information about the ads they saw, which was also correlated with how likely they were to trust the ads they see. In fact, four out of the top five most supported ideas in the second phase of the conversation had to do with information, showing just how important access to information is, in order to alleviate some of consumers' concerns.

The issue of the legitimacy of ads was top of mind for consumers. They wanted to have access to information that proves an ad is legitimate and not a scam. Suggestions of how to achieve this included 3rd party or real user verification of ads, confidence scores, an icon indicating that an ad is safe and that the company behind it respects privacy.

<u>Many consumers wanted to easily be able to identify the</u> <u>advertiser behind the ad they were served.</u> Many worried when they were not able to easily identify what brand or company was behind the ads they were seeing, suggesting that it should be mandatory to clearly display the identity of the advertiser on ads.

It is important to put these finding in the context of the Survey results; more than 50% of consumers currently do not seek information about data-driven advertising. <u>Based on this, what consumers are asking for is not more information. In order to not deepen the feeling of being overwhelmed while 'lifting the veil', they need better, more meaningful and clearly-presented information.</u>

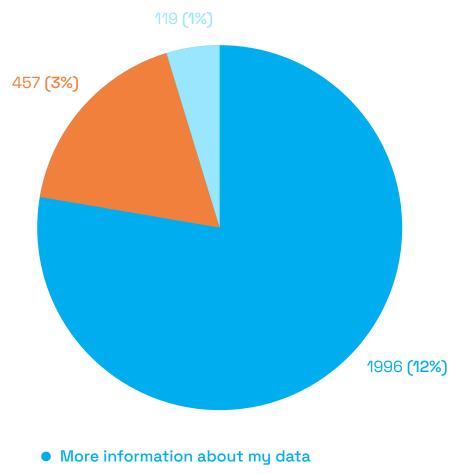
This was closely followed by requests for more information relating to consumers' data being easily available to them. Consumers want to know what data is collected, how, and by whom and how it is used to serve them advertising. Some said they would like to be able to, for each ad, quickly access a list of data used and / or reasons why the ad had been served.

Other topics consumers wanted to know more about included what it means to accept or reject cookies and better differentiation between ads and content.



### • Europeans seek accessible, clearly-presented information

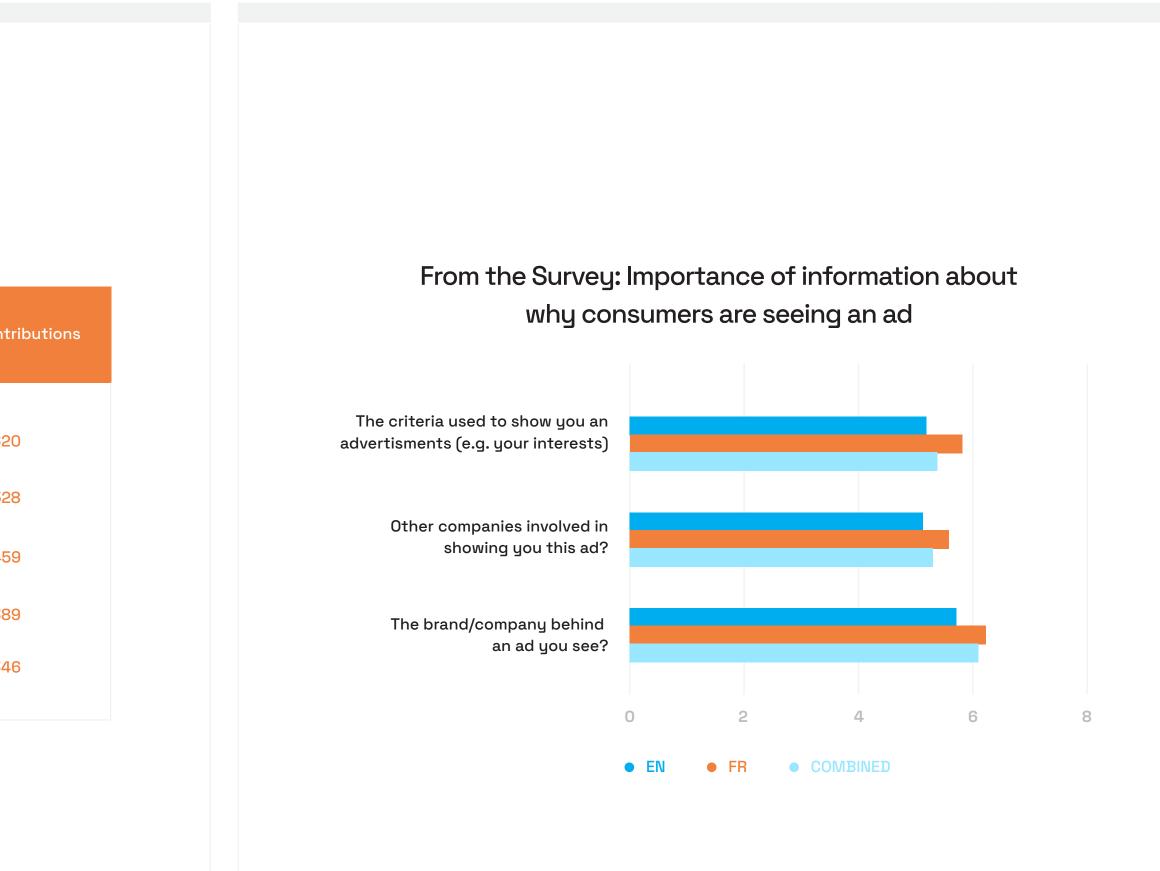
### Number and share of contributions related to information



Top 5 most discussed topics related to information about ads	Total Contr
What data is collected and used to target me	620
How is my data used?	528
Who has access to my data / is targeting me?	459
Why am I seeing this ad?	389
Who is behind the ad I see?	34(

- More information about advertisers
- More information about the advertising system

Percentages indicate the share of total contributions





### • Europeans seek accessible, clearly-presented information

Many consumers called <u>for meaningful, clearly-presented information</u> about the ads they see. Four out of the top five most supported ideas in the second phase of the conversation had to do with information.

<u>The most important information consumers need is whether the ads</u> <u>they are seeing are legitimate</u> and trustworthy. This was supported by the findings of our survey where consumers said they care most about what company is behind the ad they see.

This was <u>closely followed by information about consumer data</u> and how it was used to serve them the ad they are seeing (accessible at the individual ad level).

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### Summary







"What companies are behind the ads and how our data is processed?"

"I think it would be better if we knew what advertisers do with our personal information."



"It would be good to be able to identify the companies behind the advertising I'm seeing. It would make it less obscure and somehow trustworthy."

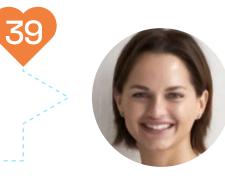
> "I think it would be nice if each time an ad is displayed in response to any activity on the web, we would be told something like "this ad had been served because you went on the site ... "

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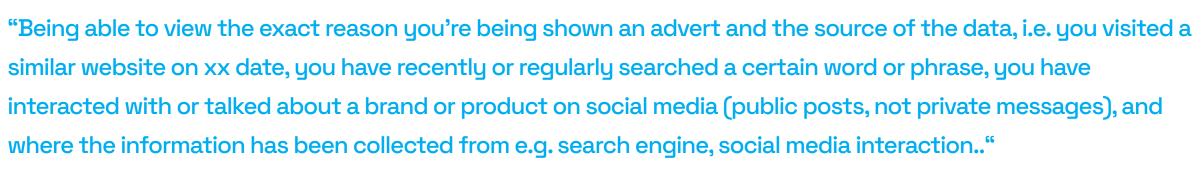
43

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 voice of the people



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### EUROPEANS ALSO GAVE SUGGESTIONS RELATED TO OVERSIGHT AND REGULATION

Concerns about the excessive number of misleading ads fuelled a discussion around regulation and oversight of advertising online. The majority of those who contributed to this topic asked for some form of third-party regulation in order to ban scams and misleading ads. Others called for stricter regulation for the ad industry overall.

<u>A third-party body to regulate ads, and potentially data usage:</u> Consumers said they want an independent organisation that could moderate ads before they are served. We observed multiple propositions on how this could be implemented. Some asked for an outright ban of non-compliant ads, while others wanted an icon or label on certified ads, or even a "Trust score" under ads to indicate their level of legitimacy.

Other solutions were also proposed, <u>such as the creation of an independently certified list of companies</u> <u>which could be trusted</u> in terms of user privacy. In particular, such a list was considered useful as it could help smaller businesses to be more trusted by users.



### Suggestions related to oversight and regulation

Top 4 most discussed related to regulation oversight of ads

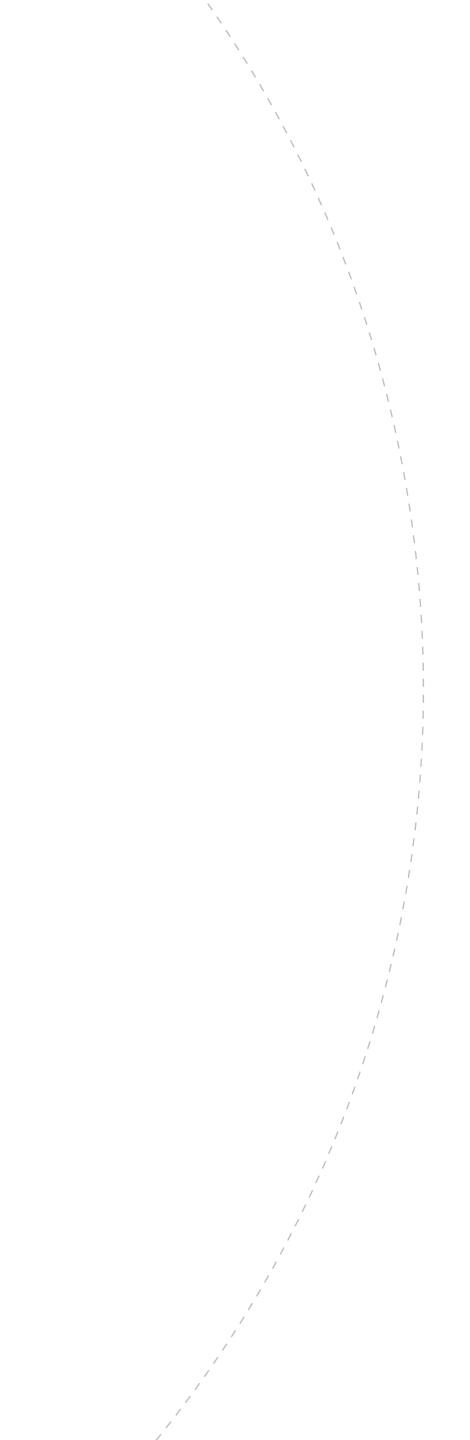
I want ads to be indepe certified to avoid scar misleading ads

I want to be able to com an authority

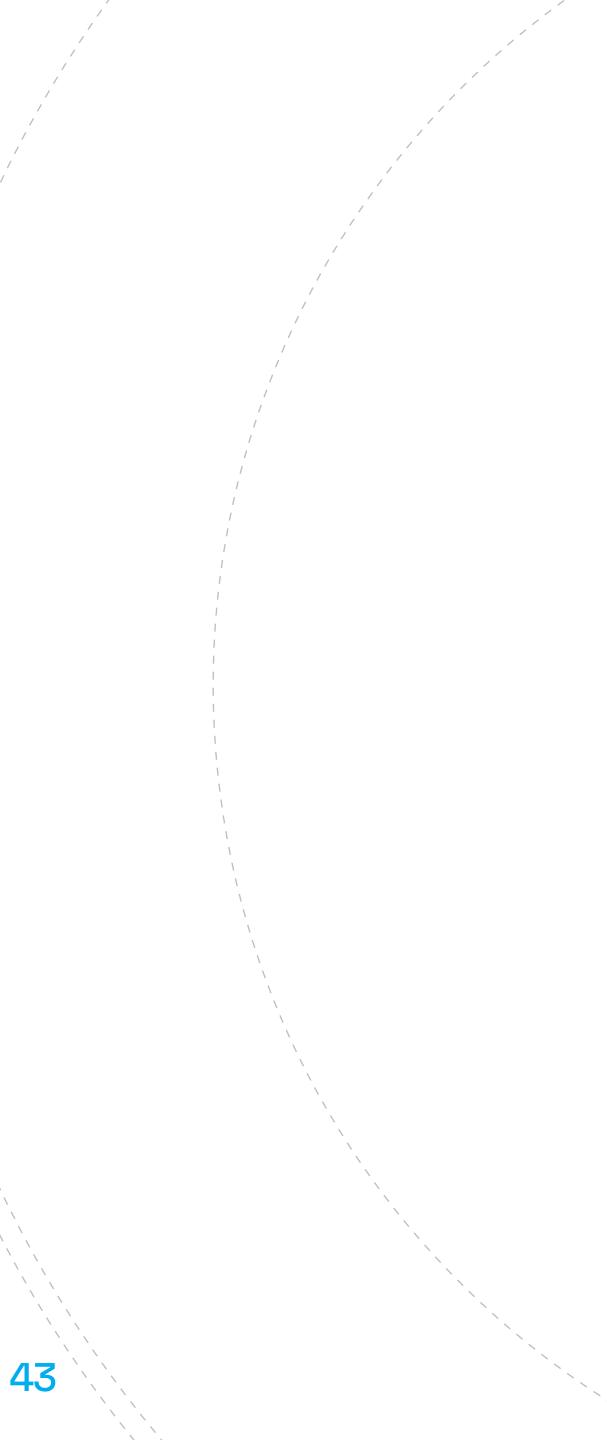
l want my data to be m on my behalf by an inde entity that I can tr

The advertising industry be more tightly regu

d topics n and Is	Total Contributions
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mplain to	171
nanaged ependent rust	65
ry should ulated	57







### Suggestions related to oversight and regulation

Compared to the topics of respect, ad relevance, consumer control, and information, oversight and regulation was not as widely discussed by consumers.

However, among consumers who shared ideas and commented on this topic, the majority said they want some form of third-party regulation in order to ban scams and misleading ads.

### Summary



We at the European Interactive Digital Advertising Alliance (EDAA) are both humbled and enthused by the level of interest and the amount of contributions consumers chose to provide to us to help us evolve our programme in better alignment with their needs.

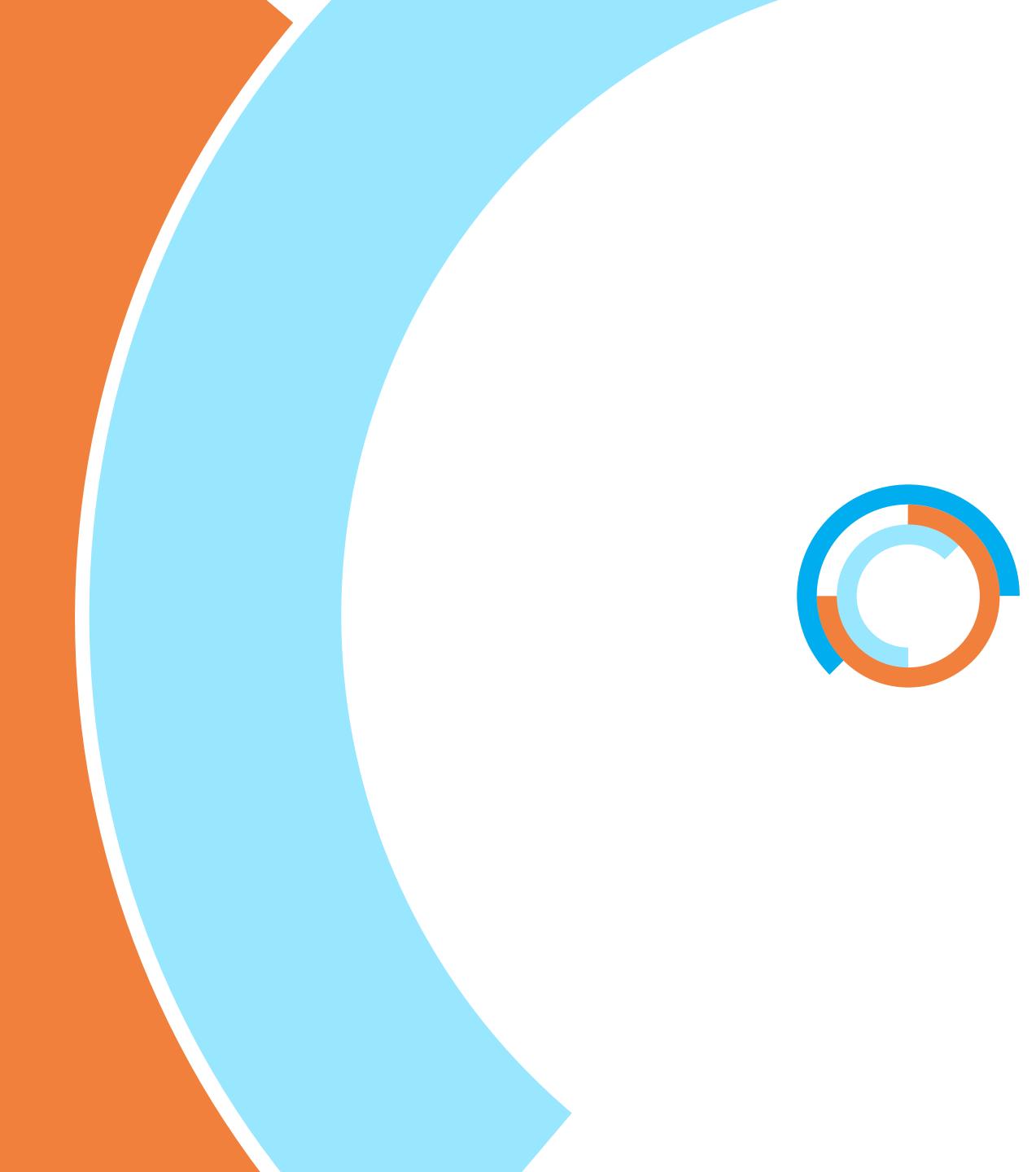
We plan to spend the next weeks reviewing the vast amounts of insight generated by our conversation with consumers and feeding it into our planning for the next iteration of the Ad Choices programme in Europe.

Importantly, some of the suggestions by consumers already align with tools that are in the pipeline while others are, unfortunatley, not in our control but will be shared with the wider industry and stakeholders.

We will report back in due time on the steps which we will be taking as a result of consumers' input on youronlinevoices.eu. This report is just the first step of the EDAA

### **OUR NEXT STEPS**





# Your Online Voices.

Your Voice. Your Choice.

