

# **IAB Europe EU Framework for Online Behavioural Advertising**

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April 2011



The undersigned companies (the “Companies”) have developed this European self-regulatory Framework (the “Framework”) for Online Behavioural Advertising (“OBA”). The Framework lays down a structure for codifying industry good practices and establishes certain Principles to increase transparency and choice for web users within the EU/EEA which are binding upon the Companies and Associations. The associations listed at the end of this document (the “Associations”) have been working jointly on this Framework and support its promotion across the advertising ecosystem. The Principles contained herein are intended to apply consumer friendly standards to Online Behavioural Advertising and the collection of online data in order to facilitate the delivery of advertising based on the preferences or interests of web users. It does not seek to regulate the content of online advertisements nor does it regulate Ad Delivery (as defined below).

## Application of the Framework and the Principles

There are a number of differing laws which may apply to OBA, particularly in cases where the data collected or processed relates to an identified or identifiable natural person and thereby comprises personal data. The Principles assist and encourage Companies to design into their systems and contracts a framework for compliance with applicable law as well as establishing protections for areas that are unregulated. Given that the applicable law varies from country to country, compliance with these Principles does not guarantee compliance with any applicable law and is not a substitute for such compliance. These Principles provide direct benefits to web users, in particular by standardising consumer notices on web sites or within advertisements, and by creating simple mechanisms for accepting or declining OBA, even though personal data is not implicated. Web users may make complaints about incidents of suspected non-compliance with the Principles against the Companies by following the procedures set out in the Principles.

The Framework applies to OBA focusing on web viewing behaviour over time and across multiple web domains not under Common Control in order to create interest segments or to allocate such viewing behaviour against interest segments for the purposes of delivering advertisements to and by that web user’s interests and preferences.

The Framework does not apply to web viewing behaviour for a particular web site or related web sites under Common Control. The Framework applies across the Internet “ecosystem”. The Framework has separate provisions for Web Site Operators, Third Parties and providers of desktop application software that engage in OBA. The Framework recognises that a Company may conduct a number of different activities, and therefore the Framework recognises that different Principles and types of notice and consent may therefore be applicable to each different activity.

## Ad Delivery

Ad Delivery is the delivery of online advertisements or advertising-related services using Ad Reporting data. Ad Delivery does not include the collection and use of Ad Reporting data when such data is used to deliver advertisements to a computer or device based on user preferences or interests inferred from information collected over time and across sites not under Common Control.

## Ad Reporting

Ad Reporting is the logging of page views on a web site or the collection or use of other information about a browser, operating system, domain name, date and time of the viewing of the web page or advertisement, and related information for purposes including, but not limited to:

- Statistical reporting in connection with the activity on a web site(s);
- Web analytics and analysis; and
- Logging the number and type of ads served on a particular web site(s).

## Control

Control of an entity means that another entity (1) holds a majority of the voting rights in it, or (2) is a member of it and has the right to appoint or remove a majority of its board of directors, or (3) is a member of it and controls alone, pursuant to an agreement with other members, a majority of the voting rights in it, or (4) has placed obligations upon or otherwise controls the policies or activities of it by way of a legally binding contract, or (5) otherwise has the power to exercise a controlling influence over the management, policies or activities of it, and Controlled shall be construed accordingly.

## Common Control

Entities or web sites under Common Control include ones which Control, for example parent companies, are Controlled by, such as subsidiaries, or are under common Control, such as group companies. They also include entities that are under a written agreement to process data for the controlling entity or entities, and do such processing only for and on behalf of that entity or entities and not for their own purposes or on their own behalf.

## Icon

An Icon is a visible web based object that contains a hyperlink to the OBA User Choice Site or to the Third Party Notice described in I.A.1.

## Explicit Consent

Explicit Consent means an individual's freely given specific and informed explicit action in response to a clear and comprehensible notice regarding the collection and use of data for Online Behavioural Advertising purposes.

## Online Behavioural Advertising (OBA)

Online Behavioural Advertising means the collection of data from a particular computer or device regarding web viewing behaviours over time and across multiple web domains not under Common Control for the purpose of using such data to predict web user preferences or interests to deliver online advertising to that particular computer or device based on the preferences or interests inferred from such web viewing behaviours. Online Behavioural Advertising does not include the activities of Web Site Operators, Ad Delivery or Ad Reporting, or contextual advertising (e.g. advertising based on the content of the web page being visited, a consumer's current visit to a web page, or a search query).

## OBA User Choice Site

A consumer focussed web site and education portal ([www.youronlinechoices.eu](http://www.youronlinechoices.eu)), available in all official EU and the additional EEA languages, that provides a mechanism for web users to exercise their choice with respect to the collection and use of data for Online Behavioural Advertising purposes by one or more Third Parties or links to a mechanism permitting user choice over Online Behavioural Advertising.

## Third Party

An entity is a Third Party to the extent that it engages in Online Behavioural Advertising on a web site or web sites other than a web site or web sites it or an entity under Common Control owns or operates.

## Web Site Operator

A Web Site Operator is the owner, controller or operator of the web site with which the web user interacts.

## Principle I.

### Notice

#### A. Third Party Notice

1. Third Party Privacy Notice Third Parties should give clear and comprehensible notice on their web sites describing their Online Behavioural Advertising data collection and use practices. Such notice should include clear descriptions of the following:

(a) Their identity and contact details;

(b) The types of data collected and used for the purpose of providing OBA, including an indication or whether any data is personal data or sensitive personal data as defined by the national implementation of Directive 95/46/EC;

(c) The purpose or purposes for which OBA data is processed and the recipients or categories of recipient not under Common Control and to whom such data might be disclosed;

(d) An easy to use mechanism for exercising choice with regard to the collection and use of the data for OBA purposes and to the transfer of such data to Third Parties for OBA;

(e) The fact that the Company adheres to these Principles; and

(f) A link to the OBA User Choice Site.

2. Third Party Enhanced Notice to Consumers

(a) In addition to providing notice as described in A.1, Third Parties should provide enhanced notice of the collection of data for OBA purposes via the Icon in or around the advertisement; and

(b) Third Parties may provide notice via the Icon on the web page where the data for OBA purposes is collected if there is an arrangement with the Web Site Operator for the provision of such notice.

#### B. Web Site Operator Notice

In addition to complying with applicable existing legal obligations, when a Web Site Operator permits data to be collected from and used on a web site for OBA purposes by Third Parties, the Web Site Operator should provide adequate disclosure of this arrangement. The Web Site Operator does not need to include such disclosure in instances where the Third Party provides notice as described in I.A.2.

## Principle II.

### User choice over Online Behavioural Advertising

- A. Each Third Party should make available a mechanism for web users to exercise their choice with respect to the collection and use of data for OBA purposes and the transfer of such data to Third Parties for OBA. Such choice should be available from the notice described in I.A.1 and via the OBA User Choice Site.
- B. To the extent that Companies collect and use data via specific technologies or practices that are intended to harvest data from all or substantially all URLs traversed by a particular computer or device across multiple web domains and use such data for OBA, they should first obtain Explicit Consent.
- C. Companies that have obtained Explicit Consent pursuant to II.B should provide an easy to use mechanism for web users to withdraw their Explicit Consent to the collection and use of such data for OBA.

## Principle III.

### Data Security

#### A. Safeguards

Companies should maintain appropriate physical, electronic, and administrative safeguards to protect the data collected and used for Online Behavioural Advertising purposes.

#### B. Data Storage

Companies should retain data that is collected and used for Online Behavioural Advertising only for as long as necessary to fulfil a legitimate business need, or as required by law.

## Principle IV.

### Sensitive Segmentation

#### A. Children's segmentation

Companies agree not to create segments for OBA purposes that are specifically designed to target children. For the purposes of this provision, children refers to people age 12 and under.

#### B. Other Sensitive Segments

Any Company seeking to create or use such OBA segments relying on use of sensitive personal data as defined under Article 8.1 of Directive 95/46/EC will obtain a web user's Explicit Consent, in accordance with applicable law, prior to engaging in OBA using that information.

## Principle V.

### Education

Companies that engage in OBA should provide information to inform individuals and businesses about OBA, including easily accessible information about how data for OBA purposes is obtained, how it is used and how web user choice may be exercised. This may include information in easy-to-understand language and user-friendly format (such as online video). Companies and Associations are encouraged to use a consistent or common resource for such educational information.

## Principle VI.

### Compliance and Enforcement Programmes

#### A. Applicability and Eligibility

This Framework is self-regulatory in nature and creates obligations for any signatory Company that self-certifies compliance with the Principles and obligations contained herein. Following the adoption of this Framework and the Icon each Company should comply and self certify by 30 June 2012. Companies adopting the Framework later than 1 January 2012 should comply and self certify within 6 months of adopting the Framework and the Icon.

#### B. Compliance and Self-certification

Self-certification of compliance shall be limited to those requirements applicable to each Company's business model. In the event that a single Company may be subject to multiple obligations, self-certification must cover all such applicable provisions. Self-certification of compliance with this Framework does not exempt Companies from fulfilling their obligations under applicable national laws.

#### C. Auditing of Self-certification

Companies that are subject to Principle II shall submit to independent audits of their self-certification. Audits should be of sufficient scope to review compliance of Companies engaging in OBA in the EU and EEA Member States. Such independent audits must demonstrate, at a minimum, the following attributes:

- a) Processes for individual and independent review of Company web sites for the purpose of validating compliance with obligations under this Framework;
- b) Processes for automated or individualised periodic monitoring of a statistically significant number of web sites where objective evidence of compliance with Principles I and II in this Framework can be verified;
- c) Processes for resolving identified areas of non-

compliance directly with the signatory Company in a transparent manner and within a reasonable period of time;

- d) Publication of decisions in case of un-rectified non-compliance with any commitments made under this Framework, as well as the findings of general good compliance, for one or multiple Companies that have self-certified under this Framework.

#### D. Consumer Complaints Handling

Programmes under this Framework for complaints handling shall include the following elements:

- a) Easily accessible mechanisms for complaints to be filed directly to Companies;
- b) Transparent, easily recognisable and accessible mechanisms for handling complaints through independent, alternative dispute resolution mechanisms such as advertising self-regulatory bodies;
- c) Coordination between Companies and alternative dispute resolution mechanisms, including advertising self-regulatory bodies, to ensure that Companies engaged in OBA are not unreasonably subject to multiple enforcement mechanisms regarding compliance with the obligations of the Framework;
- d) Consumers filing complaints to a complaints handling body, including advertising self-regulatory organisations shall have access to a simple complaint handling mechanisms in their local language;
- e) Publication of decisions in case of non-compliance with the commitments under this Framework, including in the language of the country where the complaint was first launched.

In addition, Companies that are subject to this Principle shall collaborate to make available the OBA User Choice Site.

#### E. Relationship between Compliance Programmes:

Administrators of relevant auditing and compliance programmes, including existing advertising self-regulatory systems in the context of processing consumer complaints, should ensure effective coordination, including promoting a common audit form within the EU and EEA Member States and with other regions or countries such as the USA.

Administrators of relevant compliance programmes should also coordinate to ensure transparency, consistency and coherence of the implementation and enforcement across EU and EEA Member States.

## Principle VII.

### Review

The undersigning Companies and Associations shall regularly review this Framework at least every 3 years in response to the development of OBA and business practices, and modify or add to the Framework as appropriate.

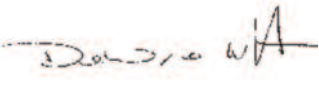
## Signatory companies (November 11, 2013)

 predictive behavioral targeting	 Stephan Noller CEO	 24.7 REALMEDIA	 tzpatrick JK Media
	 Brandon Keenen Sales Director UK	 Leading in Electronic Media	 Calin Rotarus General Manager Romania
	 Auke van den Hout Cofounder		 Tony Laskar Founder & CEO
	 Gustav Mellentin CEO		 Stuart Colman Managing Director, Europe
	 Matthew Hunt Managing Director		 Tim Geenen Business Development Manager
 EXPERTS IN TARGETING	 Guy Sneersby Managing Director		 Tom Bowman VP Strategy & Operations, Global Advertising Sales
	 Nick Reid Vice President - Advertising Sales UK		 Rowena Toguchi Senior Director of Marketing Communications
	 Timothy Anderson Flink VP Global Data Operations		 Ionel Naftanila Deputy Manager
	 Glen Calvert CEO		 Ian Woolley Managing Director, UK & Europe



# The Framework



  
DeWayne Martin  
Senior Vice President, Ad Solutions

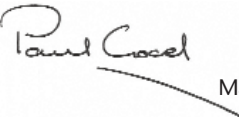


  
Dan Freeman  
CTO



  
Rob Rasko  
President and Chief Operating



  
Paul Goad  
Managing Director



  
Bill Kinlay  
Chief Executive,  
Group M Ireland



  
Estelle Werth  
Legal Counsel Europe




  
Cyril Zimmermann  
CEO



  
Arnaud Caplier  
Cofounder




  
Ionel Margarit  
Timbolschi Preoteasa  
Administrator

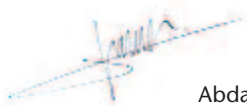


Ana Diaconu  
General Manager



  
Adrian Cernescu  
General Manager

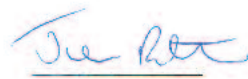


  
Abdallah Ahamada  
CEO



  
Eileen Ruddy  
Group Online Sales Director




  
John Patten  
Director




  
Andy Cocker  
Managing Partner and co-Founder



  
Eamonn Fallon  
CEO



  
Monica Trusca  
Administrator



  
Fred Karlsson  
CEO



  
Nitzan Yaniv  
Commercial Director, Europe



  
Rob Grimshaw  
Managing Director



  
Adam Lehman  
Chief Operating Officer

**MailOnline**

Andy Mitchell  
Group Commercial Director

**quxntcast**

**media6degrees**

Aisha Outlaw  
Director of Finance

**Radical**

Justin Cullen  
Managing Director

**MediaMath**

Tom Craig  
VP Information Strategy, Chief Privacy

**radium one**  
results powered by connections

Rupert Staines  
Managing Director

**merchenta**

Neil McClements  
CEO

**SanomaMedia**

Michiel Buitelaar  
COO Digital Sanoma Media

**Microsoft**

Laurent Delaporte  
VP Microsoft Advertising Europe

**saongroup.com**

Jane Lorigan  
Managing Director, Ireland

**myThings**  
making impressions personal

David Kiashek  
Managing Director, UK

**smart+ AD SERVER**

Cyrille Geffray  
Managing Director

**nextperformance**  
The Audience [re] targeting Company

Vincent Karachira  
CEO

**sm specificmedia™**

Ian Dowds  
Vice President, UK

**Active Soft**  
smart internet applications

Monica Martagiu  
Product Manager

**struq**

Antony Mures  
Commercial Director

**orange™**

Luc Tran-Thang  
VP Orange Advertising

**eyeota**

Donald Hamilton  
COO

**PRISA**

Natalia Martos  
Global Chief Privacy Officer

**telegraphmediagroup**

Patrick Dowling  
COO

**Profero**

Ross Jenkins  
Managing Director, Profero

**theguardian  
TheObserver**

Chris Pelekanou  
Advertising Sales Director



# The Framework



Kieran Harte  
Head of Digital



Emma Callanan  
Assistant General Counsel



Warren Cray  
Head of Digital



Martin Forbes  
Senior VP, Corporate Operations



Tim Brown  
Managing Director



Alain Levy  
CEO



Stephen Grant  
Director of Online Sales, TV3



David Nelson  
IT Director



Simon Aurik



Matthias Ehrlich  
CEO



Chris Brake



Steven Filler,  
Managing Director, Collective UK



Quintijn van Kessel  
Network



Bas Rogaar  
Managing Director



Koen van  
Gestel



Eelco Boers  
Managing director



Erik Blok, CEO



Merel Gianotten  
Director



Bas de Kok,  
Sales Developer Internet



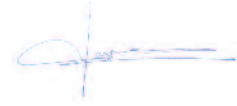
Marco Kloots, CEO



Matt Cox, VP Product



Michel van der Neut  
Sales Director



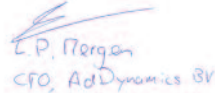
Hans Caspers  
CTO



Dominic Joseph  
Director



Frank Verbist, SVP Engineering



Leon Mergen, CTO



Eric Visser  
Managing Director



ukasz Wejchert  
President



Simon Aurik  
Co-Founder & Chief Business Development



Mark Zagorski, CEO



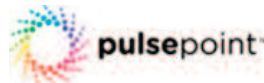
Dirk Klose  
Managing director



Guido Brand  
Managing Director



Oliver Weiss  
Managing director Europe



Ross Caveille  
UK Country Manager



Charles Wiles  
Managing Director



Norman Nitzold  
CTO



Gal Trifon  
Chief Digital Officer



Tim Abraham  
Director Business



Kira Makagon  
President



Michael McGowan  
General Counsel




Patrick Schwind  
Head of Revenue



Lee Puri  
Co-Founder

# The Framework



  
Pedro Soares  
Multimedia Subdirector - Online



  
Ryan Jamboretz  
Chief Development Officer,  
Managing Director EMEA



  
Yannick  
Lacastaigneratte  
COO



  
Sylvain Gross  
CEO



  
Tom Chavez  
Co-founder & CEO



Ads run better on  
  
Dominic Trigg  
Managing Director




  
Laurence Ransley  
Sales Director



  
Chris Ingham Brooke  
Founder/CEO



  
Tim Webster, Managing Director of  
The Exchange Lab UK



  
Otto Neubert Block  
Managing Director



  
Jeff Green  
CEO



  
Markus Berg  
Managing Director



  
Nick Blunden  
Global Publisher, Economist Digital



  
Kevin Beatty  
CEO



  
Marc Majewski  
CEO



  
Christian Mueller  
Founder and MD



  
Jarno Alastalo  
Director of Online



Mikko Korttila  
General Counsel



Harri Roschier  
CEO



Janne Pullinen  
VP, B2B Offering & Experience



Antti Peltomäki  
CEO



Petrus Pennanen  
CEO



Kari Kaikkonen  
Business Development Director



Henrik Laine  
Director of Online



Anssi Peltokangas  
Business Development Director



Marja-Leena Tuomola  
Chief Digital Officer, Finland



Marja-Leena Tuomola  
Chief Digital Officer, Finland



Marja-Leena Tuomola  
Chief Digital Officer, Finland



Elina Yrjölä  
Director of Magazine Business in Finland



Jacob Avrom  
COO



Marco Kloots  
CEO



Ola Tiverman  
CEO



Timotej Gala  
Managing Director EMEA



Richard Sweep, Managing  
Director



Floris Diemel  
Sales Manager Adperf



A company of  
Deutsche Post DHL.

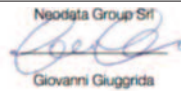
Henning Lange  
CEO



Gabriele Ronchini  
Chairman and CEO



Massimiliano Valente  
Legale Rappresentante



Giovanni Giuffrida  
Amministratore Delegato

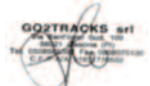


RCS MediaGroup S.p.A.  
Il Vice Direttore Generale  
(Ricardo Stilli)

Ricardo Stilli  
Vice Direttore Generale



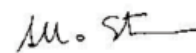
Ezio Cristetti  
Direttore Generale



Walter Semoli  
CEO



Alessandro Cavallo  
Amministratore Delegato



Alessandro Scaterzzini  
Amministratore





Eric Aderdor  
CEO



Marco Caradonna  
Founder & CEO



Kimmo Haapaniemi  
CEO



Gammed SAS  
1 rue de la République  
13002 Marseille - France  
N°Siret: 512 674 267  
Siret 512 674 267 00028

Edgar Baudin  
CEO



Ernie Cicogna  
Co-Founder and EVP



Iiro Wester  
Vice President, Brand & Marketing



Tim Geenen  
VP, Business Solutions



Pieter Meijer  
Chief Marketing Officer



Spyro Korsanos  
CEO



Ylan Temim  
CEO



Laurent Schummer  
International sales manager



Jan Kumlin  
CEO



Martin Weidemann  
Managing Director



Carl-Johan Grund  
CEO



Patrick Feucht  
CoFounder and CTO



Odysseas Ntotsikas  
Managing Director



Constance Benque  
CEO



Klaus Ludemann  
CEO



Riccardo Monticelli  
CEO



David Karnstedt, SVP, Advertising Solutions



Jukka Leino,  
CEO



Paul Barret-Barrow  
Group Privacy Officer





Antti Kallio  
Planning Director



Bjorn Ostrom  
Head of DSP



Fritz-Uwe Hofmann  
Vice President Public Affairs Germany



Kari Kaikkonen  
Business Development Director



Tim Sleath  
Business Manager, Global Data



Paul Mudter  
Director Interactive



Mark Hobson  
Vice President, Business Development



Jukka Sundquist, Head of Display



Tobias Wegmann  
CTO



Matthias Wahl  
Managing Director



Christoph Schafer  
Managing Director



Klaus Ahrens & Uli Kramer  
Managing Director / Managing Director



Dr. Dominik Matyka  
CEO



Christian Haneborg  
Director or Product Development



Thomas Port  
Managing Director



Thomas Brandhoff  
Managing Director



Thomas Kaczensky  
VP Technology and Operations



Clay Cowan  
Vice President, Digital



Yohann Dupasquier  
Vice President



Joachim Schneidmadl & Andreas Kleiser  
Vorstand



Olaf Mahr  
CEO



**Contact**  
publicaffairs@iab europe.eu  
IAB Europe  
The Egg  
Rue Barastraat 175  
1070 Brussels  
Belgium  
[www.iabeurope.eu](http://www.iabeurope.eu)