

Enforcement of DAA Principles in Interest-Based Video Ads Starts April 1, 2018

JANUARY 8, 2018

The Better Business Bureau's Online Interest-Based Advertising Accountability Program recently announced that beginning April 1, 2018, it will begin enforcing the Digital Advertising Alliance (DAA) Self-Regulatory Principles for Online Interest-Based Advertising in interest-based video ads displayed in mobile and desktop environments.

The DAA Principles require "just-in-time" notice—termed enhanced notice—of the collection and use of a consumer's data for interest-based advertising, which is generally accomplished through using the AdChoices Icon. Although the requirement is not new, the Accountability Program has not policed the DAA Principles in interest-based video ads to date. Now, due to an evolved digital advertising landscape and the widespread technical capability to include the AdChoices Icon in video ads, the Accountability Program will begin holding advertisers and publishers accountable for failure to comply with the DAA Principles in video ads.

TIP: As a reminder, the DAA Principles apply to all interest-based video ads regardless of format (in-stream, in-page, or in-banner), and require advertisers to provide just-in-time notice, including a link to a disclosure on their interest-based advertising practices, and a mechanism for a consumer to opt-out. For further information about complying with the DAA Principles in video ads, including technical guidelines, see [The DAA Ad Marker Implementation Guidelines for Video Ads](#).

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