Online Behavioural Advertising

Background

EACA is a founding member of the European Interactive Digital Advertising Alliance (EDAA), a cross-industry self-regulatory initiative developed by leading European bodies to introduce pan-European standards to enhance transparency and user control for online behavioural advertising (OBA).
EDAA's principal purpose is to licence the 'OBA Icon' to companies involved in Online Behavioural Advertising across Europe. The OBA Icon is a consumer-facing, interactive symbol that links consumers to an online portal, www.youronlinechoices.eu, where they can find easy-to-understand information on the practice of OBA as well as a mechanism for exercising informed choice – if they so wish, consumers may 'turn off' OBA for some or all companies. EDAA is governed by EU-level organisations which make up the value chain of OBA within Europe and acts to ensure consistency in the European self-regulatory approach. The EDAA's guiding principles are laid out in the Interactive Advertising Bureau Europe (IAB Europe), the OBA Framework and the Best Practice Recommendation for Online Behavioural Advertising of the European Advertising Standards Alliance (EASA). Find the guiding principles here.

The Principles of transparency and control were extended to mobile web-browsing and involved the scope of the Programme to cover the collection and use of:

- cross-application data
- location data
- personal device data (such as address book).

Companies in the mobile advertising space will be required to provide enhanced notice and choice to consumers with regard to their OBA practices, through the well-recognised 'OBA Icon', and Consumer Choice Platform. A pan-European consumer choice mobile app will be released to improve the user experience when exercising choice on mobile.