



Digital Advertising Alliance of Canada

Program Update

IAB Global Summit 2014

The Principles

- The Canadian program incorporates six key principles:
 - Education
 - Transparency
 - Consumer Control
 - Data Security
 - Sensitive Personal Information
 - Accountability
- There is a shared public opt-out tool with the DAA

CHALLENGE 1: Other Associations

- Comprised of eight leading Canadian advertising and marketing associations
 - Advertising Standards Canada (ASC)
 - Institute of Communication Agencies (ICA)
 - L'Association des agences de publicité du Québec (AAPQ)
 - Le Conseil des directeurs médias du Québec (CDMQ)
 - The Association of Canadian Advertisers (ACA)
 - The Canadian Marketing Association (CMA)
 - The Canadian Media Directors' Council (CMDCC)
 - The Interactive Advertising Bureau of Canada (IAB Canada)
- IAB Canada is represents the operational and financial side of the organization

CHALLENGE 2: The OPC

- The Office of the Privacy Commissioner (OPC) is very active
- With respect to behavioural advertising, the Office of the OPC has issued guidelines on [Privacy and Online Behavioural Advertising](#), as well as a [Policy Position on Online Behavioural Advertising](#)
- The OPC is closely watching our program; updates are given regularly
 - They expect mass adoption

CHALLENGE 3: Bilingual Country

- English and French are national languages, thus our program had to be bilingual
 - YourAdChoices.ca
 - Choixdepub.ca
- Required the development of a French version of the DAA's opt-out tool, as the tool was being shared with Canada
- Resources need to be available to reply to French inquiries and complaints

CHALLENGE 4: US/CAN

- An addendum was created to tag onto the US base contracts with the DAA, to cover a company's use of the icon in Canada
 - Allows for a quicker way for companies to join
- Base Canadian contracts were created for Canadian-only companies
- A US addendum has been drafted that Canadian companies can use to display the icon in the US

One Year Old!

- The DAAC marked it's first year in operations on September 17th
- 56 companies have registered to date
- 45 have completed their agreements
 - 37 are US addendums, 8 are Canadian
- 35 have paid & are displayed on our website
- 4% opt-out rate on average since launch
 - Opt out started at 6% and has since lowered
- 4 investigations launched from our accountability program, run by Advertising Standards Canada, to date

Consumer Awareness Campaign

- Launched last September, our consumer awareness campaign aims to inform consumers about what the icon means
- Over 445 million ad impressions and over 380,000 ad clicks have been tracked thus far
- Inventory donations came from Casale Media, Redux Media, Microsoft Advertising, AOL Canada, Rocket Fuel and Yahoo Canada
- The campaign has run in both English and French

Consumer Awareness Campaign



LOOK FOR THE AD CHOICES ICON TO KNOW
YOU'RE BEING REACHED RESPECTFULLY

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RECHERCHER L'ICÔNE CHOIX DE PUB POUR SAVOIR
SI VOUS ÊTES REJOINT RESPECTUEUSEMENT.

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RESPONSIBLE USE OF
TARGETING IN ONLINE ADS.**

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Digital Advertising Alliance of Canada

ENCOURAGE MEMBERS TO REGISTER!



Digital Advertising Alliance of Canada



L'Alliance canadienne de la publicité numérique

YourAdChoices.ca
Thank you!