

Why Should a Company Join AdChoices?



What Is AdChoices? Why Join the Program?

The Canadian AdChoices self-regulatory program educates consumers about interest-based advertising (IBA) and offers them control when IBA occurs. The AdChoices icon is the symbol that, when clicked or tapped, provides information about advertising and the ability to opt out of IBA.

When you sign up to participate, you demonstrate your support towards proactive cross-industry self-regulation. The DAAC provides access to use the AdChoices icon in Canada on your digital ads and properties, allows you to link to the industry opt-out tools the DAAC offers, and submit to monitoring by the DAAC's accountability partner, Ad Standards, who will review your privacy statements, identify areas for improvement, and educate you on the steps to take to ensure program compliance.

Program participants receive a license to use the AdChoices icon from the DAAC, get to link to our public opt-out tools the DAAC offers, and agree to be monitored by Ad Standards.

Work Collectively, Stay Ahead and Informed

Broad industry participation is critical to demonstrate to privacy regulators that the advertising industry can uniformly address their expectations.

When a company is outside of privacy expectations, regulators have the authority to investigate and audit business practices related to consumer privacy protection. In addition to many privacy regulators being active and technically savvy, updated and proposed Canadian privacy laws include significant new penalties for non-compliance.

The DAAC's AdChoices self-regulatory program goes above and beyond legislation. Being a participant shows that your company supports self-regulatory industry initiatives and can stay ahead of what may come to pass regarding new privacy requirements.

Who Is The DAAC?

The Digital Advertising Alliance of Canada (DAAC) is a consortium of leading Canadian advertising and marketing associations whose members are committed to delivering responsible online IBA practices and strongly desire to retain an ad-supported and premium digital ecosystem.



Accountability:



What Do You Need To Do?

There are three key milestones to participate in the AdChoices program:

1

Apply to join. A company must sign the DAAC's licensing agreement to officially be part of the program and use the AdChoices icon in Canada. The DAAC will set up time to evaluate whether you engage in IBA and educate you about the program and associated costs.

2

Integrate the program across your company's digital properties. Use the DAAC's recommended tools for your online ad campaigns, websites, and apps.

3

Comply with our independent accountability partner, Ad Standards, who regularly monitors your properties and provides guidance about program compliance.

The DAAC AdChoices Principles:



Education



Transparency



Consumer Control



Data Security



Sensitive Data



Accountability

CONTACT THE DAAC TO GET STARTED TODAY

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