



TRUSTe Behavioral Advertising Notice and Choice Program Pilot

As an extension to TRUSTe's Web Privacy seal programs, the Behavioral Advertising (BA) Notice and Choice Program enables web publishers to test new disclosure guidelines from the Federal Trade Commission (FTC) for the presence of interest-based advertisements. Through the pilot of the program publishers can begin to gather data to prepare their online properties for self-regulation.

- **Test ad practices disclosure options** – Notify consumers outside of the privacy policy about ad practices that can encompass or go beyond behavioral advertising.
- **Educate consumers to make informed choices** – Through a friendly, step-by-step process, help consumers manage their online advertising experience.

The TRUSTe pilot runs from Q1 2010 for a period of six months. Publishers who have joined the pilot are certified to TRUSTe's Web Privacy seal program and comply with additional BA pilot program requirements. TRUSTe has developed the program in collaboration with some of the largest US online publishers who are members of its BA Advisory Committee.

THE BENEFIT OF A PUBLISHER-FOCUSED OBA SOLUTION

Consumers and regulators hold Publishers, and secondarily Ad Networks, responsible for behavioral advertising. Publishers want a Notice and Choice solution that they can control and customize, align with their privacy program, and consistently integrate across their properties. In addition, Publishers require a platform to provide additional notices, such as for retargeting, that an ad-unit based solution cannot achieve. TRUSTe's Online Behavioral Advertising (BA) Notice and Choice Program pop-up widget allows a user to make informed decisions about behavioral advertising without needing to leave the ad publisher's Web site.

ENGAGING CONSUMERS WITH NOTICE AND CHOICE MODULE

The TRUSTe plug-and-play module includes a consumer-facing widget and TRUSTe or industry-coalition icon with the message "Your Info and Ads". Consumers click the icon to view a customizable short notice disclosure without taking them away from the publisher's page. The Preferences window offers information regarding ad networks and their industry-affiliation and is the primary screen for consumers to manage their choices for viewing interest-based ads.

Presented with a simple three-step process, consumers can view a short notice, manage ad preferences and leave feedback.

TRUSTe CLOSE ✕

Welcome.

This site is working with TRUSTe to test an improved advertising notice for consumers.

STEP 1: Notice **STEP 2: Preferences** **STEP 3: Feedback**
Info about ads on this site | Choices available to you | Tell us what you think

Notice:
Our ad delivery partners may use your activity on this site to help choose ads you see here and at other sites. You can choose to customize your internet-based ad experience on this site.

What are interest-based ads?

What are ad networks?

[Yes, Set My Preferences](#) [No Thanks](#)

TRUSTe Privacy Certification
This site complies with TRUSTe's strict privacy seal program. !

The Short Notice window of the BA Notice and Choice module

- **Choose appropriate icon placement** – Publishers deploy the icon on their site where they intend to make disclosures consistent with FTC guidelines.
- **Specify message to fit your audience** – Short Notice and Preferences windows may be customized to match disclosure requirements and audience type.
- **Provide consumers with comprehensive options** – Give consumers who want to opt-out simple options to turn-off interest-based ads from some or all ad networks operating on a site. For consumers who do not wish to opt-out, give them a clear option to continue viewing ads tailored to their interests.
- **Lock in consumer choices** – An email reminder service that sends monthly reminders lets consumers engage a TRUSTe-branded Web tool to set preferences once they have left the publisher site. A plug-in for Firefox allows for opt-out choices to be made permanent; a plug-in is in development for Internet Explorer.

LEVERAGING TRUSTE COMPLIANCE MEASURES

TRUSTe’s compliance mechanism minimizes the operational burden on publishers to adhere to FTC guidelines, TRUSTe:

- Scans publisher sites for presence of ad networks and can populate the widget’s Preference window with a histogram of discovered networks.
- Classifies ad networks to identify those with industry-vetted practices and indicating these networks to consumers.
- Provides a mechanism for consumers to file a complaint on behalf of the publisher.

NEW PROGRAM REQUIREMENTS SUMMARY

	Core Web Privacy Seal Program	Behavioral Advertising Notice and Choice Extension
Privacy Policy Disclosures		
Presence of behavioral ads	•	•
Presence of data collection for behavioral ads and retargeting	•	•
Sharing of PII data for behavioral ads	•	•
Description of first and third-party tracking and use	•	•
Sharing of Sensitive Data	•	•
Links to ad networks for data retention policy for behavioral advertising		•
Length of data retention for the purpose of behavioral advertising		•
Ad Practices and Choice Options		
Opt-in before collection of Sensitive Data	•	•
Opt-in before sharing of Sensitive Data	•	•
Opt-out from collection of PII for behavioral advertising		•
Disclosure Outside of Privacy Policy		
BA Notice and Choice module including widget for new disclosures and choice options and TRUSTe icon and message		•

CONTACT US

To learn more about the TRUSTe Behavioral Advertising Notice and Choice Program, contact your TRUSTe Account Manager or Sales Representative at 415.520.3490.