



9 Steps to Evaluating DAA Compliance Providers

For advertisers, ad networks, DSPs, exchanges and publishers

You've decided to comply with the [self-regulatory program for behavioral advertising](#) – now you just have to choose an approved compliance provider. Given the ever-increasing importance of online privacy your compliance provider may well become a long-term investment for your company so you need a partner you can trust for the long haul. Ultimately, you'll want a provider with the experience needed to safely shepherd your company through an evolving self-regulatory landscape and uncertain regulatory future. The following nine steps can help you make the right decision:

1. Take Control of Your Messaging

There are numerous paths to compliance with the Digital Advertising Alliance's (DAA) *Self-Regulatory Program for Online Behavioral Advertising*, but the safest path for brands involves taking control of your compliance messaging and implementation. By partnering with a DAA-approved provider, brands can specify and customize AdChoices icon placement and notification messaging, as well as receive real-time reporting. Don't hand these critical decisions off to third parties who will use default compliance messaging and may incorrectly place the icon.

2. Consider Your Consumer Brand

How important are consumers to the future of your company? Numerous surveys show consumers are deeply concerned about online privacy issues. Select a compliance provider with an established and trusted relationship with consumers, who can help you mediate consumer privacy disputes down the road. Credibility with consumers isn't built overnight – partner with a trusted provider who can augment your consumer privacy brand.

3. Plan For Your Privacy Program

Behavioral Advertising is just one area of privacy risk for your company. What about your privacy policy? What about your back-end business platform? How are you managing privacy on mobile platforms? Are you collecting data on your website for use in your marketing programs? Your corporate privacy risks don't end with advertising – by choosing a compliance provider with comprehensive privacy solutions that extend beyond singular OBA compliance you can build a strong, unified privacy program to protect your business.

4. Estimate Your Scalability Needs

How many impressions do you serve today? How many will you serve a year from now? Do you serve ads across diverse networks that could present compliance implementation challenges? Select a compliance provider with proven scale and the flexibility to operate across all ad-serving environments.

5. Europe. Europe. Europe.

The DAA currently covers only American ad operations, but billions of ad impressions occur in markets outside the U.S. and new privacy regulations throughout the EU are already causing major ripple effects in the online ad industry. Choose a compliance vendor with extensive experience in European self-regulatory privacy markets who can help you adapt your ad operations for Europe and beyond.

6. Look For Stability

The DAA self-regulatory program is still relatively new, as is the business of compliance providers. Partner with a compliance provider with a stable market footprint and proven history of successful business operations outside of ad self-regulation to ensure that compliance pricing remains fair and competitive in the long-term for your company.

7. Seek Flexibility

DAA compliance is not black and white – there are many different, yet equally acceptable compliance implementations and you should ascertain that your compliance provider can provide you with the ability to control the messaging and user experience of your compliance implementation. When it comes to self-regulation, one size does *not* fit all.

8. Evaluate Regulatory Reputations

Your compliance provider choice will reflect on your company's reputation in the eyes of regulators, both domestic and foreign. Does your compliance provider have long-standing relationships and years of operating experience working with regulators? Do they have a successful track record of running domestic and foreign safe harbor privacy programs in adjacent markets?

9. Look Beyond The Icon

The DAA self-regulatory program is just one part of the bigger privacy equation. How, for example, will you address new browser features that block online tracking? How will you satisfy the needs of regulators beyond the DAA program? Find a compliance provider with comprehensive self-regulatory capabilities that can help you successfully overcome the privacy challenges of tomorrow.

About TRUSTe

TRUSTe is the largest DAA-approved provider of OBA compliance through its **TRUSTed Ads** technology platform, serving over 10 billion compliant ad impressions every month. TRUSTe's unmatched consumer privacy brand, built on 14 years of operating experience, enables global confidence in its TRUSTed Ads platform, which has recently extended to European markets and is now supported in more than 34 languages. To learn more about TRUSTed Ads please visit: www.truste.com/ads.

TRUSTed Ads Recent News

TRUSTe Wins Key Customer Contracts in Europe, Increases International Momentum for TRUSTed Ads Privacy Platform

July 19th, 2011

MediaMind Technologies Chooses TRUSTe as Global Partner For Online Behavioral Advertising Privacy Services

July 7th, 2011

Adara Media Becomes TRUSTed Ads Seal-Holder

June 29th, 2011

TRUSTe Now Largest DAA Compliance Solution for Online Behavioral Advertising

May 5th, 2011

