



Online Behavioral Advertising (OBA) Forum

Speakers

- Paul Fisher, Chief Executive Officer, IAB Australia
- Samantha Yorke, Legal Director Asia Pacific, Yahoo!
- Jenny Duxbury, Compliance, Regulatory & Corporate Affairs Director , ninemsn
- David Gaines, Managing Director, Maxus Global



The Australian Best Practice Guideline for Online Behavioral Advertising (OBA)

The Publishers' Perspective

Why?

- Increasing **attention** being paid to targeting by media and government
- Distinct **lack of awareness** amongst the public of how targeting works
- Concern that the **government may want to regulate** this space
- IAB have been coordinating **industry efforts in Europe and the US** to codify some best practices when it comes to behavioural targeting
- To pre-empt any regulation in Australia, industry and trade associations decided to collaborate on a set of defined best practice principles for behavioural targeting as a means of **demonstrating responsibility** in this area

Cross Industry Working Group → Australian Digital Advertising Alliance:

- Formed to create a draft of OBA self-regulatory **guidelines/standards/best practice** for IAB members and the broader online advertising industry
- Desire to initiate an industry wide consumer education program of the **benefits of OBA**
- Coordinate dialogue with **Government, consumer and privacy groups**, and the consumer education program about the Guideline
- To **monitor international developments** in the best practice of OBA, review and adopt where relevant those practices considered to benefit consumers, advertisers and OBA practitioners alike

The Australian Digital Advertising Alliance

- AANA
- ADMA
- MFA
- TCC
- IIA
- IAB
- Google
- Microsoft
- Ninemsn
- Yahoo!7

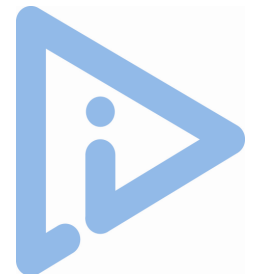
7 Principles



- I. Personal Information and Third Party OBA**
 - Third Parties who want to combine OBA Data with Personal Information must treat the OBA Data as if it is Personal Information and in accordance with the Privacy Act
- II. Providing Clear Information to Users**
 - Requirement to provide a clear notice to consumers about which data is collected, how it is collected and what it is used for.
- III. User choice over OBA**
 - Consumers to be able to make a choice as to whether or not they consent to the collection of data for OBA and given clear user-friendly options to manage their Ad choices.
- IV. Keeping Data Secure**
 - Companies must ensure data is stored securely and is only kept as long as it fulfills a legitimate business need or as required by law.
- V. Careful Handling of Sensitive Segmentation**
 - OBA categories uniquely designed to target children under 13 will not be created
 - Companies seeking to use OBA in relation to Sensitive Market Segments must obtain explicit consent
- VI. Educating Users**
 - Companies to provide easily accessible, user-friendly information about OBA.
 - A consumer education website providing consumer friendly non technical information on OBA has been developed by industry.
- VII. Being Accountable**
 - All businesses are accountable to uphold the principles in the guideline, develop easily accessible mechanisms for consumers to lodge complaints directly to companies and commit to an ongoing review of the Guideline and its implementation.

Phased roll out of OBA project

- 18 March 2011 – publish industry self regulatory Best Practice Guideline (BPG) with initial (launch) signatories – IAB, ADMA, AANA, MFA, TCC, Google, Yahoo!7, Microsoft, ninemsn, Telstra.
- 5 April 2011 – launch consumer website www.youronlinechoices.com.au with centralised consumer opt-out tool.
- Q3 2011 –
 - Engage external privacy consultant to assist development of complaints handling framework and process
 - Review adoption of international OBA 'icon'
 - Encourage more signatories and opt out tools!
 - Consult with consumer advocacy groups
- Ongoing –
 - Monitor feedback from stakeholders and revise BPG, website content
 - Monitor international developments in OBA



Key Points

- In scope = OBA, search when used for OBA
- Out of scope = contextual advertising, customer profile advertising (when personal information used), geo-targeting
- Australian BPG is self regulatory and self-certified (no independent auditing)
- Applies to 3rd party OBA only, not to first party OBA
- Requires practitioners of OBA to voluntarily 'sign up' as signatories – this is a letter
- Signatories have 6 months to comply ie to 18 Sep 2011 – remember, self certification within that timeframe and notice to IAB
- BPG does not in any way affect compliance requirements with current Australian legislation eg The Privacy Act or other advertising codes eg AANA Codes

Appendix

Ad Icon and Marker

The screenshot shows the Yahoo! Green website interface. At the top, there's a green header with the text "Hi, Anne | Sign Out | Help" and "Get the New, Safer IE8". The "YAHOO! GREEN" logo is on the left, and a search bar with "Search" and a "Web Search" button is on the right. Below the header, there's a blue banner with the text "Get RSS feeds and email updates from Yahoo! Green". A navigation bar contains buttons for "GREEN HOME", "LIVING GREEN", "GLOBAL WARMING", "TOOLS", "BLOGS", and "GIFT GUIDE". Below this, a light green bar lists topics: "Living Green Index", "Saving energy at home", "Recycling", "Stopping junk mail", "Finding a green job", "Saving money", and "Commuting". A search bar labeled "SEARCH YAHOO! GREEN FOR:" is present. The main content area features a "LIVING GREEN" section with the subtitle "All about saving energy, money, and the planet" and a green leaf icon. A "Featured topic: Saving money" box contains text about saving energy and water. Below this, "All Topics" are listed, including "Buying a fuel-efficient car" and "Researching your vote". On the right, a large advertisement for eBay is displayed with the text "The thought that counts. The gift that saves." and a "SHOP NOW" button. The ad features a red gift box with an eBay tag. A small "AdChoices" icon is visible in the top right corner of the ad area. A blue arrow points to the right side of the ad.

Hi, Anne | Sign Out | Help

Get the New, Safer IE8

Yahoo! Mail

YAHOO! GREEN

Search

Web Search

Get RSS feeds and email updates from Yahoo! Green

GREEN HOME LIVING GREEN GLOBAL WARMING TOOLS BLOGS GIFT GUIDE

Living Green Index Saving energy at home Recycling Stopping junk mail Finding a green job Saving money Commuting

SEARCH YAHOO! GREEN FOR: Search Green

LIVING GREEN
All about saving energy, money, and the planet

Featured topic: Saving money
Going green can save you green. Lower your utility bills when you conserve energy and water, and save on groceries when you eat less meat. The [Saving Money](#) guide has all the tips.

All Topics

- [Buying a fuel-efficient car](#)
- [Researching your vote](#)

**The thought that counts.
The gift that saves.**

SHOP NOW

GREEN LIVING

Ad Icon and Marker

The screenshot shows the Yahoo! Green website interface. At the top, there's a green header with the text "Hi, Anne | Sign Out | Help" and "Get the New, Safer IE8". Below this is the "YAHOO! GREEN" logo and a search bar. A navigation bar includes links like "GREEN HOME", "LIVING GREEN", "GLOBAL WARMING", "TOOLS", "BLOGS", and "GIFT GUIDE". A secondary navigation bar has "Living Green Index", "Saving energy at home", "Recycling", and "Stopping". A search bar for "SEARCH YAHOO! GREEN FOR:" is present. The main content area features a "LIVING GREEN" section with the subtitle "All about saving energy, money, and the planet". Below this is a "Featured topic: Saving money" section with text about saving on utility bills and groceries. An "All Topics" section lists "Buying a fuel-efficient car" and "Researching you". An advertisement overlay from eBay is visible on the right, with a "Close [X]" button. The overlay contains the following text: "ADVERTISER eBay", "Take me directly to the ad.", "DELIVERED BY Yahoo!", "CUSTOMIZED BY Yahoo!", "This ad was customized for your browser based on past online activity", "Opt-out from this ad network.", and "Learn more about your privacy and the benefits of online behavioral advertising."

Hi, Anne | Sign Out | Help

Get the New, Safer IE8

Yahoo! Mail

YAHOO! GREEN

Search

Web Search

Get RSS feeds and email updates from Yahoo! Green

GREEN HOME LIVING GREEN GLOBAL WARMING TOOLS BLOGS GIFT GUIDE

Living Green Index Saving energy at home Recycling Stopping

SEARCH YAHOO! GREEN FOR:

LIVING GREEN
All about saving energy, money, and the planet

Featured topic: Saving money
Going green can save you green. Lower your utility bills when you conserve and save on groceries when you eat less meat. The [Saving Money](#) guide

All Topics

- [Buying a fuel-efficient car](#)
- [Researching you](#)

ADVERTISER
[eBay](#)
[Take me directly to the ad.](#)

DELIVERED BY
[Yahoo!](#)

CUSTOMIZED BY
[Yahoo!](#)
This ad was customized for your browser based on past online activity
[Opt-out](#) from this ad network.

[Learn more](#) about your privacy and the benefits of online behavioral advertising.



The Australian Best Practice Guideline for Online Behavioral Advertising (OBA)

The Agency's Perspective

David Gaines

Managing Director, Maxus Global

Digital Chair, Media Federation of Australia





The Australian Best Practice Guideline for Online Behavioral Advertising (OBA)

Q&A

Questions



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