



# The AdChoices Program in Canada

## Digital Advertising Alliance of Canada

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# The Canadian Privacy Landscape

- The Personal Information Protection and Electronic Documents Act (PIPEDA)
- The Office of the Privacy Commissioner of Canada (OPC) has issued specific guidelines on interest based advertising:
  - Privacy and Online Behavioural Advertising
  - Policy Position on Online Behavioural Advertising
  - Multiple OPC Reports of Findings, pending research

**Daniel Therrien**  
Privacy  
Commissioner of

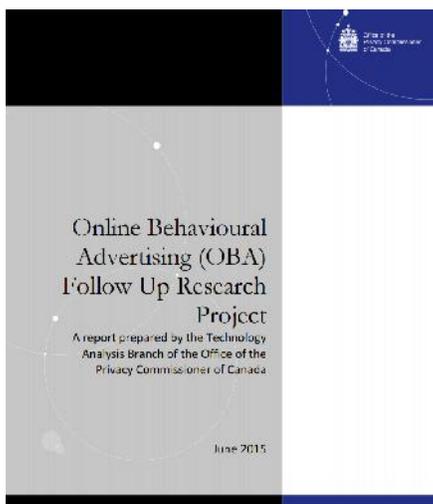


## The OPC's Expectations for IBA

- Individuals must be **made aware** in a manner that is **clear, understandable** and **obvious**; not buried in a privacy policy.
- Organizations should be **transparent**; communicate to users.
- Individuals should be informed of these purposes **at** or **before collection**; provided with info about all **parties** involved.
- Individuals are easily able to **opt-out**.
- The opt out is **immediate** and **persistent**.
- The information is limited to **non-sensitive** information.
- Information is **destroyed** as soon as possible or effectively **de-identified**.



## OPC Study on Interest Based Advertising



The Office of the Privacy Commissioner of Canada's study on interest-based advertising was released in June 2015.

[https://www.priv.gc.ca/information/research-recherche/2015/oba\\_201506\\_e.asp](https://www.priv.gc.ca/information/research-recherche/2015/oba_201506_e.asp)

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## Learnings from the OPC Study

- The DAAC was pleased to see a very prominent description of the Canadian AdChoices program in the OPC's release.
- **96% of OBA ads targeted had notice on it**, mostly by way of the AdChoices icon.
- Improvements for the opt-out experiences were recommended; allow for better opt-out consistency.
- No sensitive topics should be used for OBA/targeting based on past activities (e.g. retargeting). **NOTE:** This is consistent with the AdChoices principles.
- Websites should choose partners carefully, and only work with companies that they trust.



## The Canadian AdChoices Principles

**The DAAC program is based on 6 key principles:**

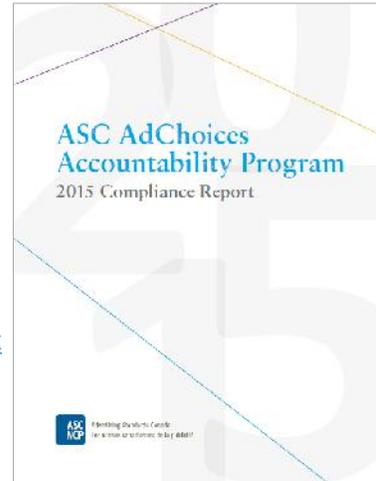
1. Education
  2. Transparency
  3. Consumer Control
  4. Data Security
  5. Sensitive Personal Information
  6. Accountability
- Consistent with Canadian privacy laws (PIPEDA) and the OPC guidelines for IBA.
  - Designed to be globally recognisable & consumer-friendly.



## Canadian AdChoices Accountability

- **Monitor** - Reviewed First and Third Party participants.
- **Complaints** - Received 100+ consumer complaints.
- **Investigate** - Companies have been cooperative.
- **Publish** - First report released December 16, 2015.
- **ASC's AdChoices Accountability Program: 2015 Compliance Report**

<http://adstandards.com/en/OBA/AdChoicesComplianceReports.aspx>



## Canadian AdChoices Program Status

- **70** companies have signed up to the program; several more reviewing it.
- A list of participating companies is available at: **YourAdChoices.ca/Participating-Companies**
- Companies part of the US DAA's program can join the DAAC by using an addendum (\$2,500 USD fee).
- Otherwise a full Canadian contract is used (\$6,500 USD fee).
- Companies can join by filling out our form: **YourAdChoices.ca/Register**



## Mobile & The Canadian AdChoices Program

- Mobile work is currently underway in Canada.
- We must consider Canadian privacy laws and how the Principles may be affected.
- Mobile opt-out tools need to be established in Canada as well.



## Please Join & Spread The Word!

The programme's strength relies on each participant and each organisation taking consumer privacy seriously. **Self-regulation can work if we all work together!**

Please visit our website to learn more:

**[YourAdChoices.ca](http://YourAdChoices.ca)**

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