

DELIVERING TRANSPARENCY, CHOICE AND CONTROL FOR EUROPEAN CITIZENS



ADAPTING THE PROGRAMME TO MOBILE

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Today's Announcement

ANNEX IV
Application of the IAB Europe Framework for Online Behavioural Advertising in the Mobile Environment

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IAB Europe Ad Marker Implementation Guidelines For Mobile

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The Context

- Industry has been working on these Principles as EU legislators have been debating **new data protection proposals**.
- As advertising spend shifts to mobile, we want to deliver **greater transparency & control for users**.
- EU industry also aims to be as **consistent as possible for users and businesses** with other similar initiatives (e.g. US).
- **Transparency & control** remain at the core of the initiative.

What's new?

- The new Principles confirm the transparency & control obligations in the **mobile web-browsing** environment.
- The new Principles recognise that the **mobile environment is different** to the desktop one (i.e. device size, consumer / technology use, etc).
- They also adapt these Principles to three different data practices: **Cross-app data | Location data | Personal Device Data.**



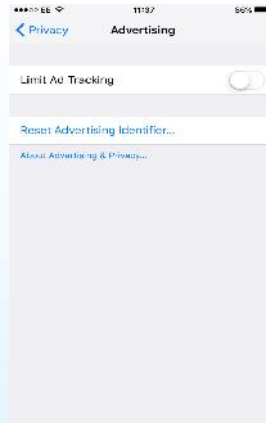
Transparency



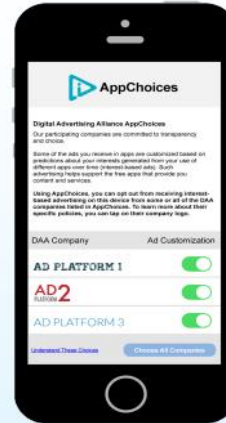
Control



Mobile web



Device controls



Industry app solution
(Coming soon!)



Thank you!
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