

## INFORMED CONSENT

**It is our belief...** that advertising should work for everyone, from people online, to the advertiser, the publishers whose revenue relies on this system, and the agencies and adtech companies who create compelling, well targeted ads. We believe that bad actors in the advertising supply chain mean that is not always the case.

### The leadership position

We advocate an industry wide mindset shift, where people are seen as active participants in their own online experience. [The industry] will be more effective if we demonstrate respect for people by engaging them in the 'value exchange' between advertising & content, and promoting informed consent.

### The commercial imperative

To pre-empt potential consequences from the ePrivacy legislation, informed consent will allow individuals to make a single decision about how their data is used. Ignoring this issue could impact the economy in terms of jobs in the digital advertising sector, and a social impact as people lose trust in online sources due reduced user experience or concerns around data protection.

We believe organisations should make the following commitments to advertising and include the following criteria in all agency briefs:

#### 1. Data, respect and transparency

Promote real clarity, choice and control around how personal data will be used, what people receive in return, and options for users to tailor their online experience as a result by:

- Viewing GDPR compliance as a minimum standard and the recent [WFA manifesto](#) as the achievable leadership position
- Using 'legitimate interest' as a reason to continue contacting people only if consent has been sought/interaction taken place in the last year
- To report any non-compliance to the platform/publisher/ICO involved

Promoting active data ownership and informed consent by:

- Clearly communicating what personal data is held and how it is used, providing tools that allow the data owner to make choices about its storage and use
- Using terms & conditions that are concise, accessible and in plain language
- Minimising data collection, and storage as per the [WFA manifesto](#) and using that data in a way that benefits people, whilst not harming society
- Continuously improving processes, including using 'opt in' data or ad formats where possible, and co-creating new ad formats/consent methodologies with people

#### 2. User experience

To create a respectful experience for people online, that they understand and enjoy, whilst delivering effective advertising that achieves advertiser aims by:

- Ensuring that publishers, agencies and ad tech companies align to meet both people's needs and original intent of campaign
- Prioritising quality of reach & better targeting, over metrics based on quantitative reach
- Using targeting techniques that are accurate, respectful and helpful, involve people's input where possible, use frequency caps and take a strategic approach to retargeting

- Using ad formats and strategies which are, and look, trustworthy and which send people to content and products which publishers feel proud to promote
- Creating positive ad experiences do not that interrupt, distract, or prevent personal control. Ads should be clearly marked and seamlessly coexist with content where possible. Formats should comply with the Coalition for [Better Ads](#) criteria as a minimum and preferably the [Acceptable Ads criteria](#)
- Using ad formats that minimise the load time of websites and are compliant with the [IAB Lean Standard](#) (p12-16)