

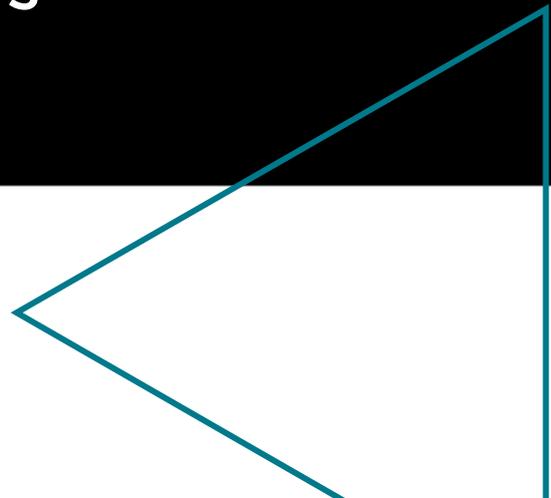


Digital Advertising Alliance Asia & MiddleEast

A NEW ERA of Digital Advertising



AdChoices
Empowering Consumers
Elevating Standards



BUILDING TRUST & TRANSPARENCY

Enhanced Transparency and Control in Digital Advertising through DAA

DAA Asia & Middle East is dedicated to boosting transparency and empowering consumer control in digital advertising across the region. By incorporating the AdChoices Icon in digital ads, consumers are instantly aware of a brand's commitment to responsible data usage.

A Novel Platform to Enlighten Consumer Choices

When a consumer interacts with the AdChoices Icon—typically located at the top corner of digital advertisements—they are directed to YourOnlineChoices.com. This consumer-centric platform unravels the intricacies of data-driven advertising, educating consumers about their choices for managing the collection and utilization of their data by participating businesses.

Empowering Consumer Control over Personal Data

DAA Asia & Middle East's initiative provides a valuable tool to consumers, handing the reins of personal data control back to them. The transparent practices promoted by the AdChoices Icon and the YourOnlineChoices.com platform instill confidence in consumers regarding their digital advertising interactions. It enables consumers to make educated decisions regarding their data collection and usage, cultivating a more secure and trust-infused digital environment.

OUR MISSION



DAA Asia & Middle East is dedicated to empowering consumers by providing control over their online advertising experience. We promote transparency, responsibility, and collaboration among industry partners to foster a more vibrant, transparent, and productive online ecosystem.

01

FOR CONSUMERS



DAA's Self-Regulatory Programme prioritizes responsible advertising practices, ensuring netizens have greater transparency, choice, and control over data-driven advertising.

02

TRUST EMPOWERED. INNOVATION UNLEASHED

OUR PRINCIPLES



03

DAA's self-regulatory program for OBA rests on seven foundational principles for transparency, consumer choice, responsibility, and collaboration, aimed at creating a safer and more productive online ecosystem.

The DAA Asia & Middle East's Comprehensive Self-Regulatory Program

Crafted in close partnership with key stakeholders in the online advertising industry, DAA Asia & Middle East offers a robust self-regulatory program that is future-focused and technology-neutral. This program ensures adaptability and flexibility in the rapidly changing digital landscape.

Augmented transparency, control, and legislation-compliance

This program enables advertisers to provide an exceptional level of transparency and control to consumers concerning data usage. Additionally, it complements existing legislative frameworks, ensuring compliance while promoting innovative and ethical advertising strategies.

Re-establishing consumer trust and fostering innovation

For brands, the real strength of the program lies in its capacity to rebuild and enhance consumer trust. By employing the program's tools to exhibit a commitment to responsible data use, brands can foster more meaningful, trust-based relationships with consumers. Moreover, it supports industry growth, encourages innovation, and guarantees the sustained importance of the online advertising industry in the digital sector's evolution across Asia and the Middle East.

FOR COMPANIES



04

The DAA Global Self-Regulatory Programme includes hundreds of global companies and has been curated by leading global bodies across the digital advertising ecosystem, from publishers to advertisers. Starting with India & UAE, the DAA Asia & Middle East program aims to implement and enforce standards on the practice of OBA, thereby contributing to a thriving, ethical, and privacy-conscious digital ecosystem.

STEP 1 – APPLY TO START USING THE ADCHOICES ICON

Participation in our self-regulatory program necessitates the use of the 'AdChoices Icon' as a means of providing enhanced notification of Data-Driven Advertising (also referred to as Online Behavioural Advertising – OBA) practices to consumers. The program welcomes all companies involved in data-driven advertising, both first and third parties, to apply to integrate the Icon.

A core principle behind our self-regulatory program, whether in India or the UAE, is the mandate for entities involved in data-driven advertising to clearly inform consumers about their data collection and usage practices. This transparency is achieved via the consumer-facing 'AdChoices Icon'.

Companies participating in the program may supplement the 'AdChoices Icon' with approved text for their respective markets, adhering to regional norms and standards. Details for such text and other technical instructions for integrating the Icon can be found in the Technical Specifications for implementing our Self-Regulatory Framework on Data-Driven Advertising.

It's essential for companies to understand their business model obligations when they engage in the program. In the context of Data-Driven Advertising, companies may play various roles, sometimes even more than one. For example, a company can:

OPERATE AS A WEBSITE PUBLISHER BY:

- Permitting third parties to collect data for Data-Driven Advertising on their owned and operated websites;
- Allowing ads to be placed on their owned and operated websites by third parties that utilize Data-Driven Advertising data.

01

02

FUNCTION AS A THIRD PARTY BY:

- Showcasing ads on non-affiliated websites, using owned or acquired Data-Driven Advertising data;
- Collecting data online for Data-Driven Advertising purposes or using Data-Driven Advertising data to deliver ads.
- Adherence to these roles paves the way for an active 3-Step Process for participation in the program.

01
APPLY02
INTEGRATE03
COMPLY

TAILORED APPROACHES BASED ON YOUR COMPANY'S UNIQUE BUSINESS MODEL

- 1.** If your business activities entail active involvement in Third-Party Data-Driven Advertising - deploying data to curate ads for websites that are beyond your ownership or control - we highly encourage you to apply for using the AdChoices Icon.
- 2.** If you find yourself actively participating in Third-Party Data-Driven Advertising by amassing data for such advertising from websites you don't own or control, integration with the Consumer Choice Platform should be your next move.
- 3.** If you collect and leverage Data-Driven Advertising data from websites outside your ownership or control, then both the application for the AdChoices Icon usage and integration with the Consumer Choice Platform should be your way forward.
- 4.** If you channel your ads through Third Parties like advertising agencies or ad networks, and these entities gather and/or utilise Data-Driven Advertising data to showcase your ads, you should affirm that such partners are already offering a clear notice of their Data-Driven Advertising practices.
- 5.** As a Website Operator, if a Third Party is not furnishing the 'enhanced notice' by placing the AdChoices Icon in or around ads showcased on your site, it falls upon you to provide a notice. This notice, considered an 'adequate disclosure' under our self-regulatory framework, ensures the transparency of Data-Driven Advertising practices.

STEP 2 - INTEGRATE ON THE CONSUMER CHOICE PLATFORM

If your organization actively collects data for Data-Driven Advertising initiatives or delivers advertisements to consumers based on such data, you may also register for the Consumer Choice Platform.

"Definition - The Consumer Choice Platform in India/UAE offers integration opportunities for companies that are actively involved in the collection of Data-Driven Advertising data and/or delivery of Data-Driven advertisements. "Integration" in this context implies that your company will join the league of participating organizations who empower consumers with choice and control. This allows consumers the flexibility to switch off (or switch back on) online behavioural advertising as per their preference.

The primary goal of the Consumer Choice Platform is to empower consumers while safeguarding the practice of Data-Driven Advertising as a responsible business activity in the Indian/UAE digital advertising landscape. This platform effectively balances consumer empowerment with the innovative needs of the business community."



Unsurpassed Reach.
Unmatched Impact.

01
APPLY02
INTEGRATE03
COMPLY

STEP 3 - COMPLY WITH THE DAA ASIA & MIDDLE EAST SELF-REGULATORY PRINCIPLES FOR DATA-DRIVEN ADVERTISING

Self-Certification

Within 6 months of commencing the use of the AdChoices Icon or being integrated into the Consumer Choice Platform, participating companies will be obliged to self-certify their compliance with the DAA Asia & Middle East Principles.

The self-certification of compliance will be tailored to the requirements applicable to each participating company's business model. However, if a company is subject to multiple obligations, the self-certification must encompass all such applicable provisions. In essence, if a company performs multiple roles within the advertising ecosystem, it should comply with the requirements pertinent to each of those roles.

Note: Self-certification of compliance under the Self-Regulatory Programme does not exempt companies from fulfilling their obligations under the respective national laws of the country they apply for - currently available for India and the UAE.

Submission of your self-certification of compliance to DAA Asia & Middle East should be executed by:

- Utilizing the self-certification online form, or
- Using the PDF version which can be downloaded from our website.

This form is the technical means for companies to submit their self-certification of compliance to DAA Asia & Middle East. The data collected via this form will exclusively be used by DAA Asia & Middle East and by approved Independent Certification Providers, and only for the specific purpose of ensuring compliance with the Self-Regulatory Programme.

Once your submitted form is processed, your company's name will be enlisted among the self-certified companies on DAA Asia & Middle East's website. Once submitted, DAA Asia & Middle East will directly receive your self-certification; you will also receive a copy of the submission and a confirmation email of receipt. If you do not receive this email, please reach out to us at info@adchoices.asia or info@adchoices.me

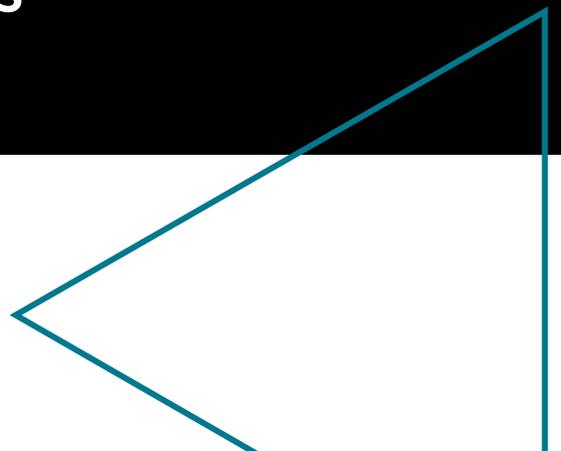
Please note, the applicant needs to apply by geography, that is, by country. License fees will vary depending on the number of countries chosen. At present, applications are being accepted for UAE & India.

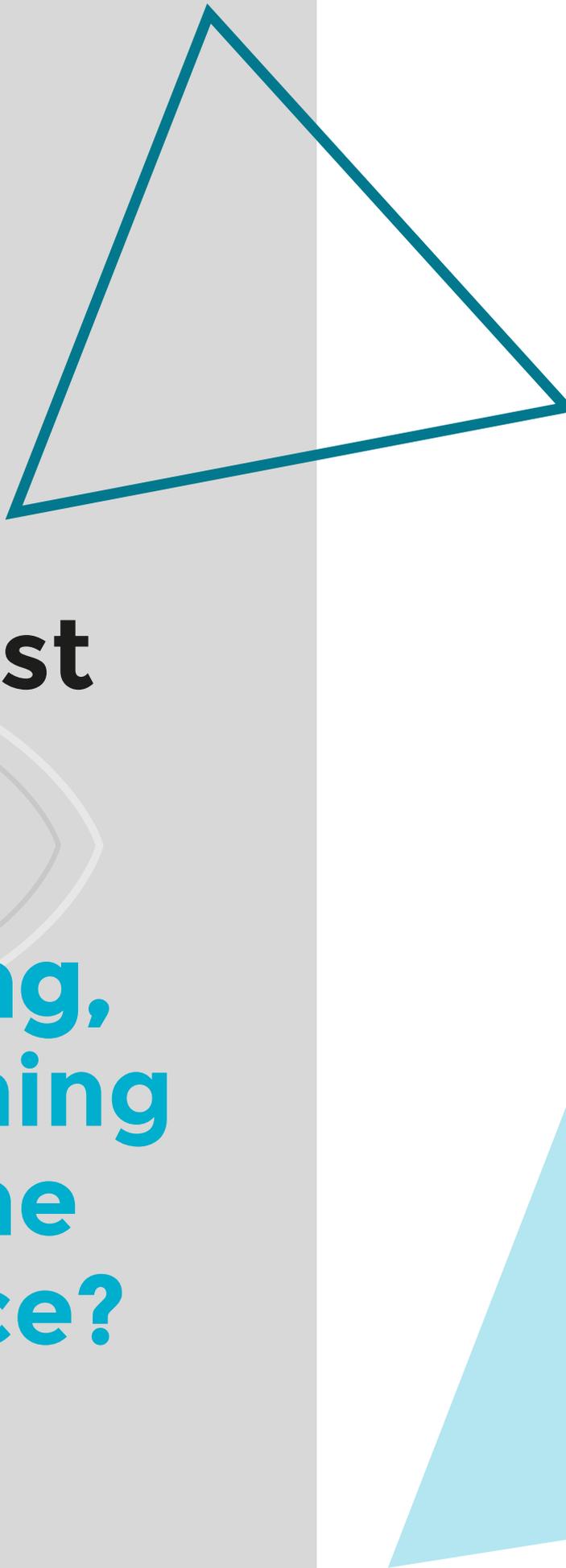


A NEW ERA of Digital Advertising



AdChoices
Empowering Consumers
Elevating Standards





**Are you
ready for
the biggest
change,
in digital
advertising,
transforming
your online
experience?**

A NEW ERA OF TRANSPARENT & ETHICAL ADVERTISING

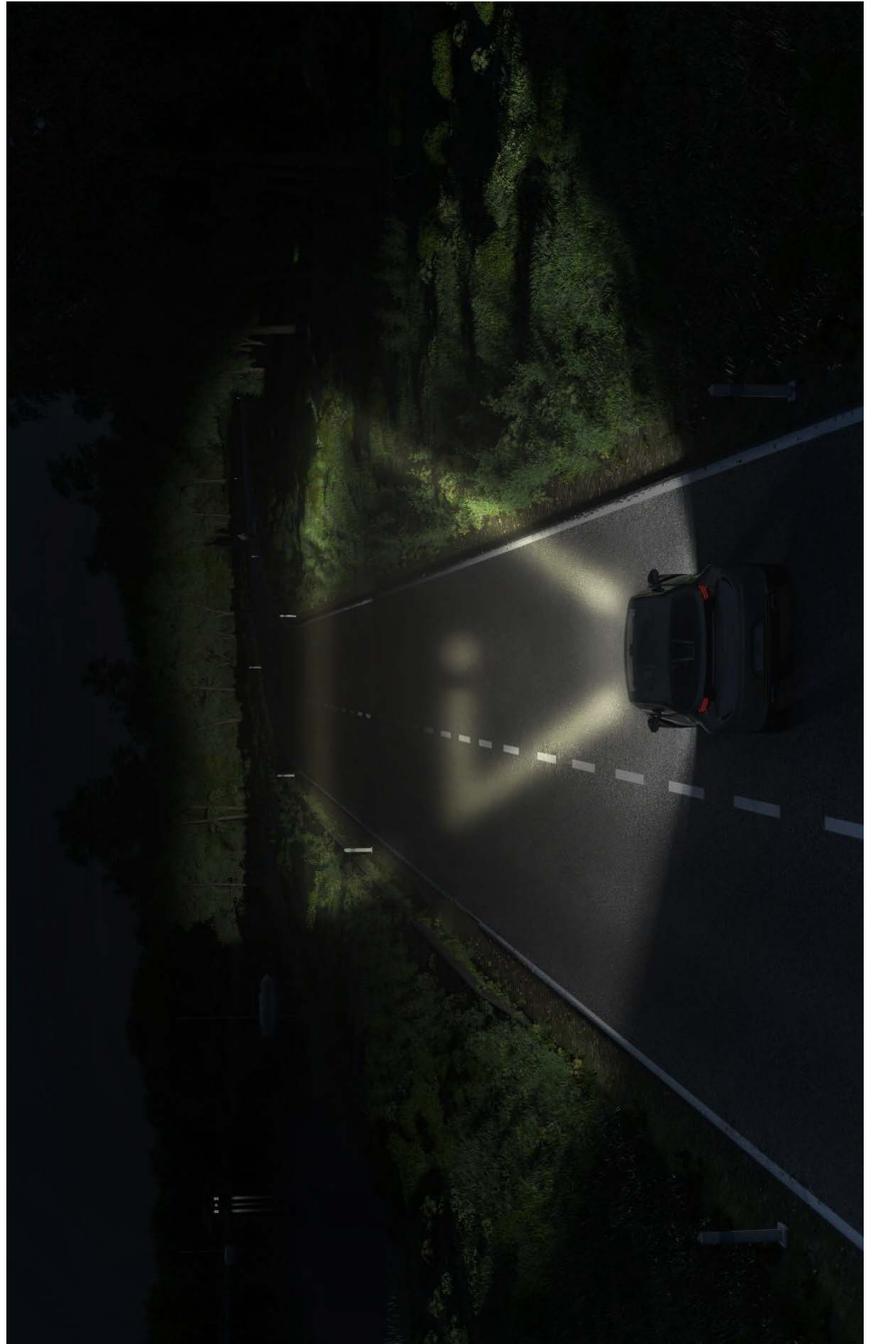
Empowering Consumers and Businesses to Build a More Trustworthy Digital Landscape



Welcome to the future of digital advertising! The Digital Advertising Alliance's (DAA) AdChoices program is here to empower consumers and businesses alike to take control of their online data and ad experiences.

As a self-regulatory initiative for interest-based advertising, AdChoices offers a framework for responsible data practices, transparency, and user privacy. By displaying the AdChoices icon on online advertisements, consumers can see which companies have collected data about their web-browsing and mobile app use behavior and choose to opt-out of receiving interest-based ads. By participating in the AdChoices program, businesses can showcase their dedication to responsible data practices and demonstrate their commitment to transparency and user privacy. With AdChoices, businesses can position themselves as leaders in the field of ethical digital advertising practices and build a more trustworthy digital landscape.

At DAA, we believe that the AdChoices program can revolutionize the way you engage with digital advertising. Participate today and take control of your online data and ad experiences. Together, we can create a more transparent and ethical advertising ecosystem that benefits businesses and consumers alike.



NEW LAWS NEW OPPORTUNITIES

Embracing AdChoices in the Era of Digital Data Protection Laws



The digital landscape is rapidly evolving, and with it come new laws and regulations designed to safeguard user privacy and promote transparency in the digital sphere. The Draft Digital Data Protection Bill 2022 and the Digital India Act are just two examples of these new regulations, and they have introduced new opportunities for businesses to demonstrate their commitment to responsible data practices and user privacy.

AdChoices, a self-regulatory program for interest-based advertising, can help businesses align with these new regulations while promoting transparency and responsible data practices. By offering a user-friendly mechanism for targeted advertising,



AdChoices helps businesses fulfill the Bill's requirements for transparency for OBA. The program's standardized iconography further supports compliance by providing users with clear, accessible information about data collection and usage practices. But AdChoices isn't just about compliance - it's about leading the way in ethical digital advertising practices.

In this rapidly changing landscape, adopting AdChoices is essential for businesses that want to demonstrate their commitment to privacy and transparency while positioning themselves at the forefront of ethical digital advertising practices in India. By embracing AdChoices, businesses can showcase their dedication to responsible data practices and empower consumers to take control of their online data and ad experiences.

ADCHOICES ARRIVES IN INDIA

A Revolutionary Self-Regulatory Program Empowering Stakeholders in the Digital Ecosystem



Get ready to witness a transformative revolution in digital advertising as AdChoices makes its way to India through DMAasia, an industry-leading platform. This groundbreaking initiative is a self-regulatory program designed to promote responsible data practices, user privacy, and prepare business to ensure compliance with the Digital Data Protection Bill 2022 and the Digital India Act. As the digital landscape evolves, **AdChoices stands tall as a beacon of trust, providing a crucial framework for businesses and consumers alike.**

DMAasia is not alone in its pursuit of responsible data practices and transparency in digital advertising. Several associations across the globe and locally are supporting this initiative. With AdChoices, digital advertisers in India can now demonstrate their unwavering commitment to responsible data practices, showcasing their dedication to the principles of transparency and user privacy.

Join us on an exciting journey towards a more transparent and privacy-conscious future. With AdChoices, users can now take control of their online data and ad experiences while businesses can showcase their dedication to responsible data practices. As AdChoices arrives in India, get ready to embark on a journey to redefine the standards of privacy, transparency, and trust in digital advertising.



BUILDING TRUST & TRANSPARENCY

Our mission is to empower consumers and advertisers, while promoting transparency, responsibility, and collaboration in the online ecosystem. Through DAA India's self-regulatory program, we offer transparency, choice, and control to consumers and business solutions that prioritize privacy and trust for companies.

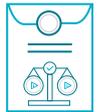


OUR MISSION



Empowering consumers to take control of the online advertising experience through AdChoices Icon & promoting transparency, responsibility & collaboration among industry partners to create a brighter, transparent and productive online ecosystem.

INDIAN PRINCIPLES



DAA India's self-regulatory program for OBA is based on 7 key principles for transparency, consumer choice, responsibility, and collaboration, aimed at creating a safer and productive online ecosystem for all.

FOR CONSUMERS



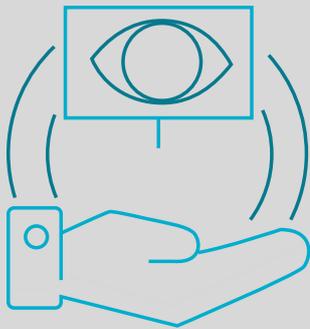
DAA India's Self-Regulatory Programme is at the forefront of supporting responsible advertising practices to ensure Indian citizens have more transparency, choice and control in relation to data-driven advertising.

FOR COMPANIES



DAA Global Self-Regulatory Programme involves hundreds of global companies and has been developed by leading global bodies across the digital advertising ecosystem, from publishers to advertisers. DAA India will implement and enforce pan-Indian standards on the practice of OBA and, in doing so, offer business solutions which respond to growing concerns around privacy.

PROTECT CONSUMERS BUILD TRUST

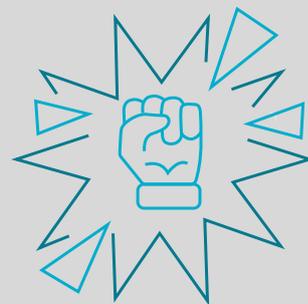


A POWERFUL TOOL

Self-regulation in interest-based advertising is a powerful tool that not only safeguards consumers' privacy but also builds trust and enhances industry reputation. By implementing self-regulatory measures, brands and advertisers demonstrate their commitment to responsible and ethical advertising practices. Self-regulation can also offer businesses access to valuable resources, guidelines, and support that can help them stay compliant with industry regulations and best practices.

BENEFITS

The benefits of self-regulation are manifold - it ensures that ads are delivered transparently, helps to prevent harmful or misleading advertising practices, and encourages responsible data practices. Additionally, self-regulation can foster positive relationships between brands and consumers, creating an environment of mutual trust and respect. It is an opportunity for brands to build a positive image and establish themselves as leaders in the industry.



A COMPLEMENTARY FRAMEWORK FOR DATA PROTECTION LEGISLATION

Empowering Industry and Regulators Alike to Achieve Data Protection Goals



As India's digital economy continues to grow, the need for robust data protection measures becomes increasingly important. India's Draft Digital Personal Data Protection Bill 2022 seeks to establish a framework for safeguarding user privacy and promoting transparency in the digital sphere. While the legislation is comprehensive, it can be challenging for businesses to navigate its complexities and ensure compliance.

Enter AdChoices, a self-regulatory program for interest-based advertising that complements the objectives of the Draft Bill by empowering industry players to uphold best practices and demonstrating a commitment to user privacy. By providing a standardized mechanism for obtaining consent for targeted advertising, AdChoices helps businesses meet the Bill's requirements for transparency and consent. The program's iconography also offers clear and accessible information about data collection and usage practices to enhance consumer awareness and control over their data.

AdChoices is not just about compliance, but a catalyst for ethical digital advertising practices. By embracing AdChoices, businesses can showcase their dedication to responsible data practices and prepare themselves for the changes that the Bill may bring. This complementary framework offers industry players flexibility, education, and training to keep pace with evolving industry standards and regulations.

The AdChoices program is an invaluable tool for promoting a transparent and privacy-conscious digital ecosystem in India. By working in tandem with the Draft Bill, AdChoices empowers both industry and regulators to achieve shared data protection goals, building trust and confidence in the digital sphere.



UNVEILING PERSPECTIVES OF REGULATORS

AdChoices Gains Momentum Among Indian Regulators and Industry Leaders



Unveiling the Perspectives of Influential Indian Stakeholders on the AdChoices Initiative. Union Minister Ashwini Vaishnaw and Minister of State for Electronics and Information Technology Rajeev Chandrasekhar are staunch advocates for the Digital Personal Data Protection (DPDP) Bill, 2022, which aims to enforce the fundamental right to privacy of citizens. In this scenario, AdChoices presents a suitable alliance, offering a self-regulatory approach that emphasizes user privacy and data protection. By incorporating AdChoices into your organization, you stand with forward-thinking regulators who acknowledge the essential role of transparency, accountability, and user autonomy in the digital age.

Released in November 2022, the draft marks the third version of the much-awaited data privacy law of the country. The Bill includes provisions for penalties up to Rs 250 crore for data fiduciaries failing to take safeguards to prevent personal data breaches and requires fiduciaries to obtain clear and informed consent from users before collecting any personal data. This statement underscores the relevance of programs like AdChoices in sustaining a strong digital ecosystem.

“that the parliamentary standing committee on communications and information technology (IT) has given a “big thumbs-up” to the draft DPDP Bill, 2022.”

On March 2, 2023, Union Minister for Communications and IT Ashwini Vaishnaw as quoted in Business Standard

the Bill will act as a “kinetic enabler for personal data protection while catalysing data led innovation and startup ecosystem. Post the Bill, the intermediaries will have to go for deep behavioural changes -- it will no longer be business as usual for them.”

In this context, the AdChoices program is a valuable instrument in upholding user privacy and nurturing trust in the online sphere. By adopting AdChoices, your organization exhibits its dedication to promoting transparency, accountability, and user control. **Align yourself with forward-thinking regulators who understand the critical importance of these principles in shaping a secure and empowering digital future for everyone.**

Minister Rajeev Chandrasekhar, as quoted in the Business Line on 23 Dec 2022.

CERTIFY ADHERENCE TO INDUSTRY STANDARDS

Learn How Certifying Adherence to DAA Principles Can Benefit Your Business



SAFEGUARDING PRIVACY



Certifying adherence to DAA Principles for interest-based advertising is a crucial step in safeguarding consumer privacy and enhancing the reputation of your business. By adopting these principles, you demonstrate a firm commitment to transparency, responsible data practices, and ethical advertising. Compliance with industry guidelines and regulations not only helps protect consumers but also improves the effectiveness of your ads.

EASY QUESTIONNAIRE



Certifying adherence to DAA Principles is easy and accessible for businesses of all sizes. The process involves a simple self-assessment questionnaire that helps businesses identify areas where they can improve their data practices and comply with industry guidelines and regulations. Upon completion, businesses can display the DAA icon on their digital advertisements, signifying their commitment to responsible data practices and ethical advertising.

BUILD TRUST



By certifying adherence to DAA Principles, businesses can improve their reputation and build trust with their customers. Consumers are increasingly concerned about the privacy of their data and are more likely to engage with businesses that prioritize responsible data practices. By demonstrating a commitment to transparency and responsible data practices, businesses can set themselves apart from their competitors and build stronger relationships with their customers.

RESOURCES & SUPPORT



In addition to improving reputation and customer trust, businesses who adopt DAA Principles can access resources and support to help them stay up-to-date with evolving industry standards and best practices. This support includes educational materials, access to industry experts, and ongoing updates on new regulations and guidelines.

ACHIEVE COMPLIANCE WITH EASE

Overcoming common challenges in implementing the DAA onboarding checklist



COMPREHENSIVE CHECKLIST

The Digital Advertising Alliance's (DAA) Onboarding Checklist can seem overwhelming at first glance, but it doesn't have to be. With the right approach and resources, businesses can achieve compliance with ease and improve their overall reputation. The checklist may require technical expertise, buy-in from stakeholders, adequate resources and budget, and a deep understanding of industry regulations and guidelines.



ONGOING EDUCATION

To simplify the process, the DAA offers guidance and support to help businesses overcome these challenges. Technical expertise can be found through third-party vendors or consultants who specialize in data stewardship practices. Buy-in from stakeholders can be achieved through education and communication about the benefits of adhering to the DAA Principles. Adequate resources and budget can be allocated by creating a strategic plan for implementation and by seeking funding opportunities. Lastly, understanding industry regulations and guidelines can be done through resources provided by the DAA and other industry organizations.



ENHANCE REPUTATION

By making a good-faith effort to implement data stewardship practices, businesses can certify adherence to the DAA Principles, display the AdChoices icon, and demonstrate their commitment to responsible advertising practices. Achieving compliance not only protects consumers but also improves the effectiveness of ads and strengthens the overall reputation of the business. With the right approach and resources, the DAA Onboarding Checklist can be a practical and achievable step towards responsible advertising practices.

THE GOVERNING COUNCIL

Unyielding Leadership and Visionary Oversight

The Governing Council, a cornerstone of the Digital Advertising Alliance (DAA) self-regulatory program in India, is dedicated to providing strategic direction and unwavering oversight. By ensuring alignment with the organization's goals and objectives, members craft the program's vision and cultivate strong partnerships with government authorities and industry leaders. This extraordinary assembly bolsters the program's credibility, growth, and success.

The Governing Council diligently shapes India's digital advertising landscape by guiding and overseeing the DAA Self-Regulatory Program, fostering trust and ethical practices.

Membership is a distinguished honor, exclusively extended by invitation to heads of industry bodies or associations who meet stringent criteria and qualifications.

Members actively engage with key stakeholders, meticulously review and approve privacy principles, and champion industry-wide adoption of the AdChoices Icon, among other vital tasks.

Governing Council members enjoy the unparalleled opportunity to influence India's digital advertising future, protect their association's interests, forge strategic connections, and earn recognition as thought leaders. This esteemed role provides an exceptional platform to leave a lasting, positive impact on responsible digital advertising practices in India.

Current list of Invitees



PARTHA SINHA



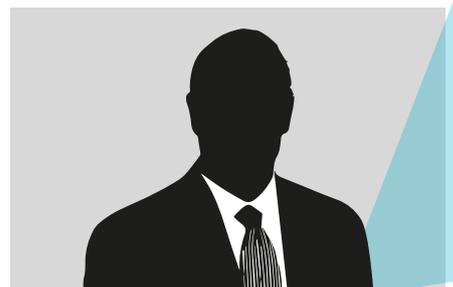
VATSAL ASHER



VINAYAK GODSE



VIKASH MITTERSAIN



We are seeking out inspirational visionaries for the seats open on our Governing & Program Council. Interested or know of someone drop us a line at info@adchoices.asia

PROGRAM COUNCIL OVERVIEW

Executive Commitment and Collaborative Expertise



The Program Council for the Digital Advertising Alliance (DAA) self-regulatory program in India unites esteemed organizations and their dedicated executive leaders, who share a steadfast commitment to industry excellence, strategic guidance, and the promotion of responsible advertising practices. These organizations, spanning diverse sectors including brands, advertisers, agencies, publishers, AdTech companies, and platforms, pledge their resources and expertise in specialized subcommittees to forge a pioneering, secure, and transparent digital advertising ecosystem in India.

The Program Council's collective objective is to champion industry leadership and strategic guidance, cultivating responsible advertising practices and fostering collaborations among stakeholders, thereby instilling confidence and trust. Membership is a prestigious distinction, conferred exclusively to C-Suite representatives from DMA Brandmasters' subscriber corporations that have embraced the AdChoices principles-based self-regulatory program.

Members and their organizations collaborate in focused subcommittees, targeting consumer education, policy and advocacy, standards and guidelines, technology and innovation, and compliance and enforcement, to ensure a resilient and secure digital advertising environment.

As part of the Program Council, both members and their organizations gain privileged access to a network of top industry leaders, contribute to the greater good, experience personal and organizational growth, and efficiently engage with peers, all while maintaining a flexible schedule. This distinguished role presents a unrivaled opportunity to profoundly impact ethical digital advertising practices in India, shaping the industry's future and elevating its overall landscape.



ELEVATE YOUR BRAND THROUGH TRANSPARENCY

How AdChoices Bolsters Reputation and ROI for Advertisers



Adopting the AdChoices program offers significant benefits for brands and advertisers, including increased transparency, improved targeting, and enhanced user trust.

By embracing AdChoices, advertisers demonstrate their commitment to responsible advertising practices, leading to a stronger brand reputation and better return on investment.

In an era where consumer privacy is paramount, leveraging AdChoices can set your brand apart from competitors and foster lasting connections with your audience.



A NEW ERA OF CREATIVE SOLUTIONS AND CLIENT RELATIONS

Unlock the Potential of Privacy-Focused Targeting with AdChoices

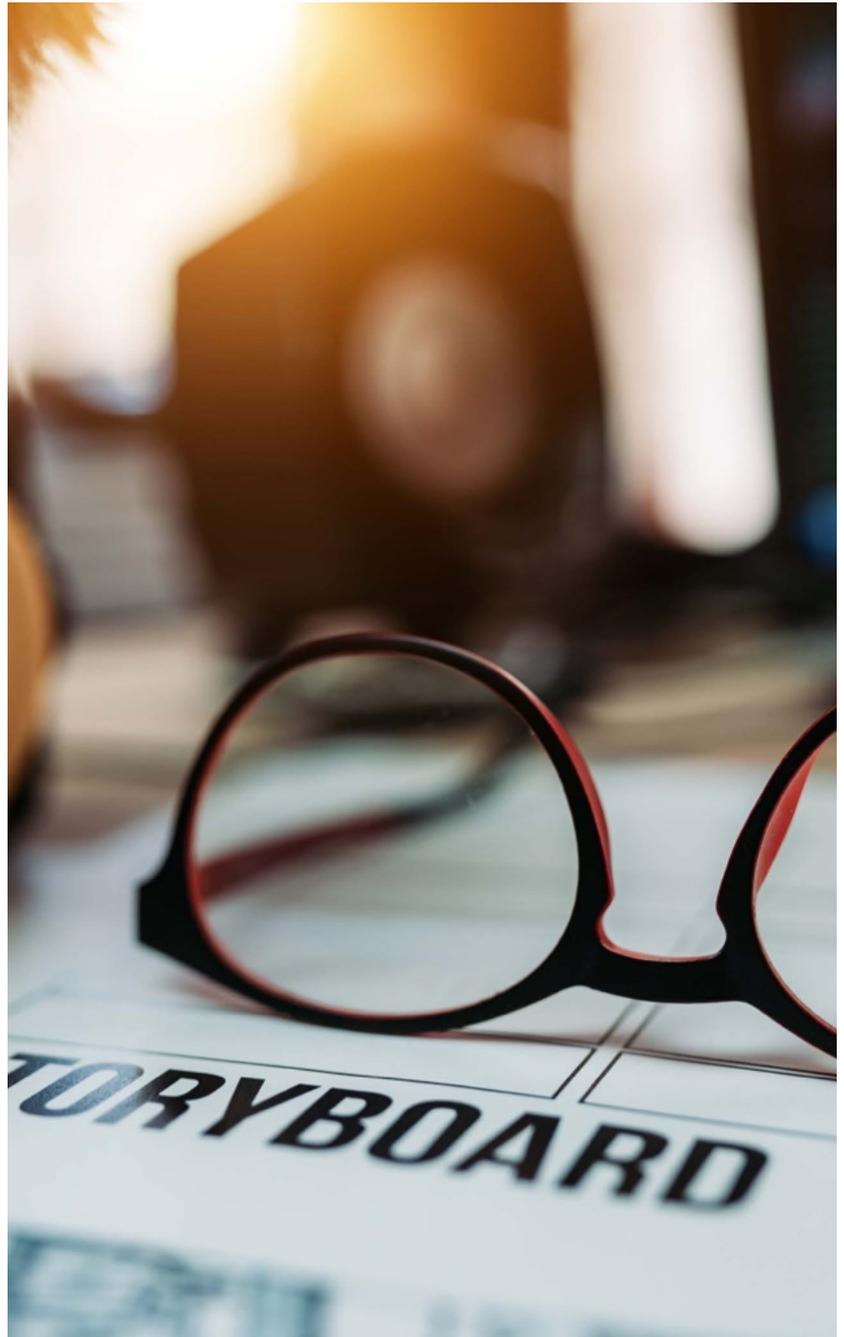


Embracing the AdChoices program equips agencies with a competitive edge by delivering innovative creative solutions, nurturing exceptional client relations, and enhancing campaign performance. By adopting privacy-centric targeting, agencies craft highly tailored, captivating ad experiences while respecting user privacy, striking a perfect balance between personalization and confidentiality.

Agencies that prioritize transparency, user control, and compliance will emerge as industry frontrunners. AdChoices safeguards agencies by ensuring adherence to industry best practices, empowering them to encourage clients and advertiser brands to follow suit. This proactive approach positions agencies as thought leaders and helps them stay ahead of regulatory changes and shifting consumer expectations.

AdChoices also helps restore the balance in agency-client relationships, particularly in situations where retainer contracts may include indemnification clauses that shift the onus of non-compliance from the client to the agency, potentially exposing the agency to significant penalties. By implementing AdChoices, both clients and agencies work collaboratively to ensure they are fair, transparent, and abiding by the law, minimizing risks for all parties involved.

In a highly competitive market, agencies that embrace AdChoices will cultivate a reputation for integrity and excellence, distinguishing themselves and paving the way for long-term success.



FORTIFYING TRUST & MAXIMIZING AD RETURNS

A Game-Changer for Exceptional User Experiences and Devoted Viewerships

Adopting the AdChoices program delivers a multitude of benefits for publishers, encompassing augmented ad revenues, transparent operations, refined user experiences, and the cultivation of audience trust. AdChoices equips publishers with the tools to convey lucid information and bestow control over user data, instilling loyalty and gratitude in their audience for their unwavering commitment to privacy and transparency.

In the cutthroat digital publishing landscape, it is essential for publishers to stand out by demonstrating their dedication to ethical practices. AdChoices serves as the cornerstone for publishers to solidify their status as industry trailblazers, building a robust reputation and laying the groundwork for enduring success. Additionally, AdChoices facilitates publishers in fostering and sustaining fruitful relationships with advertisers, drawing premium ad placements, and escalating revenue. By underscoring their allegiance to privacy, transparency, and user empowerment, publishers entice elite brands and advertisers, ultimately raising their platform's esteem.

AdChoices also bolsters viewership, as users are more likely to engage with a platform that prioritizes their privacy and offers a personalized, non-intrusive ad experience. This, in turn, leads to higher user retention and a thriving, engaged readership.

In essence, the AdChoices program is a strategic investment for publishers, fostering trust, enriching user experiences, driving ad revenue, and placing them at the vanguard of industry best practices while securing a prosperous future in the digital advertising realm.

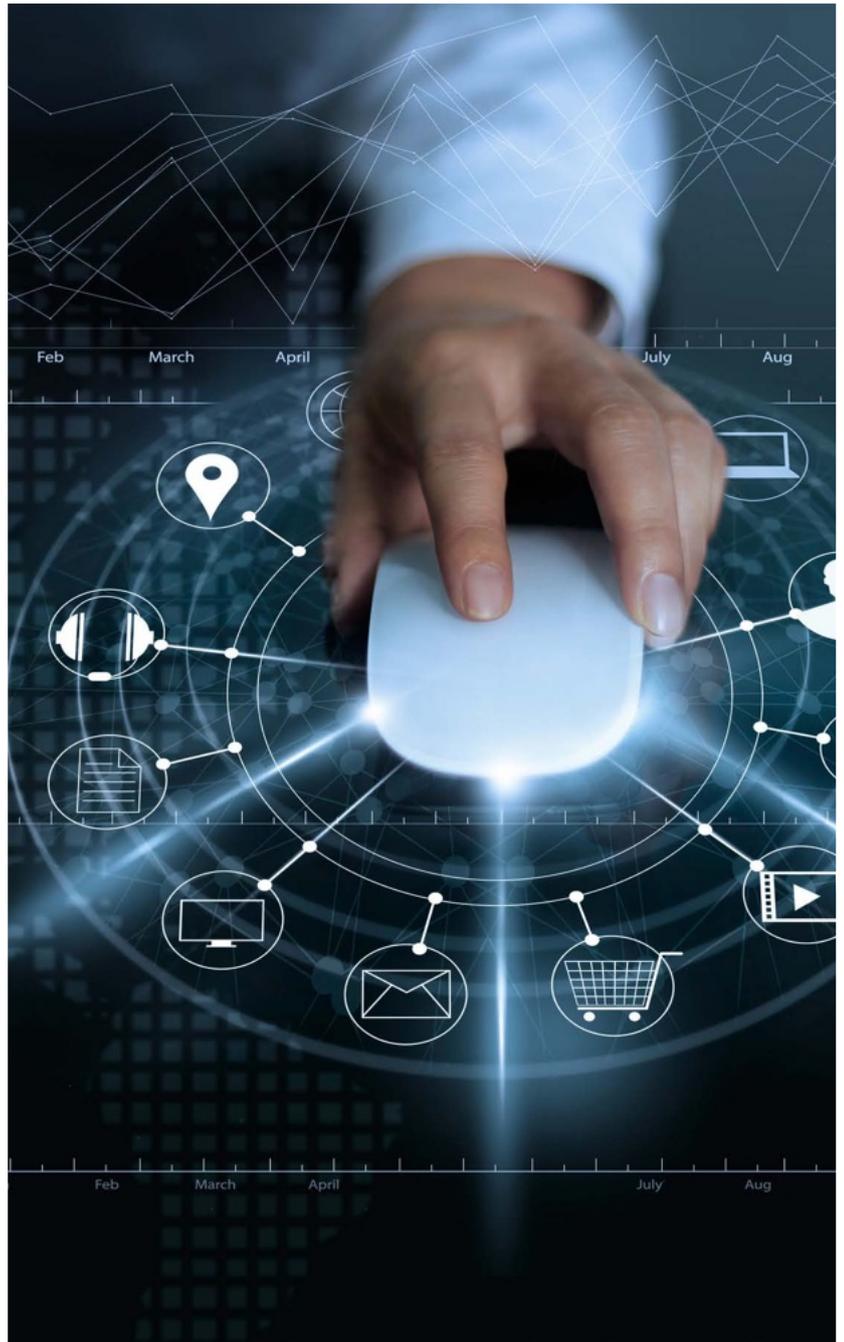


PREPARING FOR A COOKIELESS FUTURE

Pioneering the Path to a Privacy-Centric Advertising Ecosystem



The Digital Advertising Alliance (DAA) leads the way in developing privacy-centric solutions for a cookieless future, enabling AdTech and MarTech companies to excel. DAA's choice tools, token-based systems, and Addressable Media Identifiers (AMIs) address cookieless challenges while respecting user privacy and delivering personalized ads. DAA's choice tools provide users with control over data privacy preferences, fostering trust between users, advertisers, and platforms. Token-based systems offer a secure alternative to third-party cookies by replacing personally identifiable information (PII) with anonymized tokens, protecting user data. AMIs have emerged as a powerful solution for targeting ads in a cookieless world, associating non-PII data with media consumption patterns to maintain user privacy. To participate in DAA's choice tool, companies must implement the AdChoices icon, provide conspicuous notice of data collection and usage practices, and offer opt-out mechanisms for consumer control. By embracing DAA's solutions, AdTech and MarTech companies can navigate cookieless challenges, secure a competitive advantage, and contribute to a privacy-centric advertising ecosystem.



AMPLIFY USER CONFIDENCE

A Game Changer for Digital Platforms Through Privacy and Openness



Adopting the AdChoices program enables digital platforms to dramatically boost user confidence, diminish adverse publicity, and create a thriving, privacy-aware online space. In a time when privacy is a top priority, AdChoices equips platforms with the means to showcase their dedication to user privacy, transparent practices, and personal data management.

AdChoices fosters a proactive communication channel between platforms and users, empowering individuals to make well-informed decisions about their data preferences. This cultivates a devoted and active user community that values the platform's commitment to ethical data practices.

Furthermore, by incorporating AdChoices, platforms can set themselves apart from rivals and attract advertisers who seek responsible advertising standards. This not only elevates the platform's standing but also paves the way for enduring growth and accomplishment.

Additionally, platforms can reap the benefits of reduced regulatory attention and potential compliance penalties by implementing AdChoices, aligning with industry-leading practices, and staying ahead of emerging privacy regulations.

In summary, by adopting AdChoices, digital platforms can nurture a dynamic, privacy-oriented community, enhance user confidence, and establish themselves as leaders in the digital domain. The AdChoices program presents a golden opportunity for platforms to achieve lasting success while upholding user privacy and transparent practices.

A PARTNER IN REGULATORY SUCCESS

Championing Transparency, Privacy, and Self-Regulation



AdChoices bolsters regulatory objectives in India by advocating for self-regulation, transparency, and privacy within the digital advertising landscape. Drawing from the success of the program in the United States, where it has been widely embraced by top industry players and regulators, AdChoices can offer valuable insights and proven strategies to enhance India's digital advertising ecosystem.

In the US, AdChoices has effectively helped create a more secure, user-centric digital environment, fostering trust and accountability among stakeholders. Indian regulators can leverage this experience to facilitate a similar outcome, ensuring a transparent and compliant industry while minimizing the need for heavy-handed intervention.

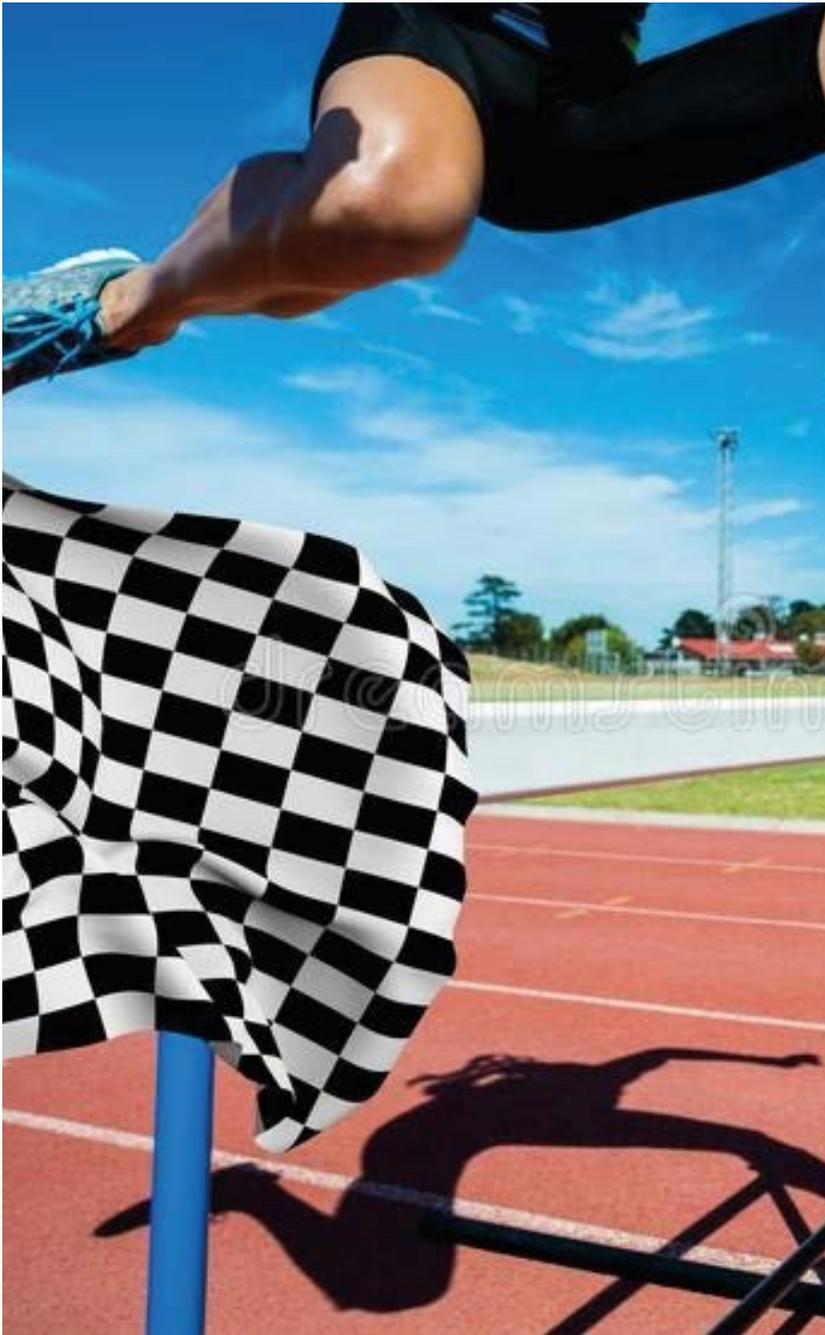


By adopting AdChoices, Indian advertisers, publishers, and platforms demonstrate their commitment to responsible advertising practices, aligning with regulatory goals and contributing to a secure digital ecosystem. This collaborative approach between regulators and industry players fosters a culture of shared responsibility and paves the way for innovation while respecting user privacy.

The partnership with AdChoices empowers Indian regulators to engage in a proactive dialogue with the industry, helping to shape best practices and address emerging challenges in a rapidly evolving digital landscape. By embracing AdChoices, Indian regulators and industry players can work together to build a trusted, transparent, and privacy-conscious digital advertising environment for the benefit of all stakeholders.

MASTERING COMPLIANCE & HARNESSING REWARDS

Fortifying Transparency, Compliance, and Ad Performance in India



As businesses venture into AdChoices compliance, they may face hurdles such as limited technical expertise, internal stakeholder engagement, and resource limitations. With expert guidance, these challenges become opportunities for growth. Our skilled team offers customized support, streamlining your compliance journey and enabling you to harness industry best practices.

Securing the AdChoices icon license in India brings invaluable benefits, including strengthened transparency, industry-standard compliance, and effective risk management. This commitment to ethical advertising bolsters ad performance and builds consumer trust, enhancing overall user experience.

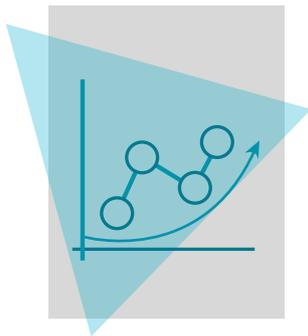
By overcoming obstacles and reaping the rewards of AdChoices, your business will stand out in a competitive market, showcasing dedication to responsible advertising practices. This strategic investment fosters strong consumer relationships and solidifies your brand's reputation, contributing positively to the Indian advertising ecosystem.

OVERCOMING BARRIERS TO ADOPT SELF-REGULATION

Addressing Stakeholder Challenges with AdChoices Benefits



Convincing internal stakeholders to adopt the global framework for OBA and participate in the AdChoices program requires understanding and addressing their unique challenges while emphasizing the benefits.



CFOs

CFOs may have concerns over costs, ROI, and regulatory risk. By showcasing the program's potential to increase customer loyalty, sales, and financial performance, the benefits can outweigh the initial investment.



CISOs

CISOs might worry about data security, privacy risks, and compliance challenges. Emphasize the program's role in implementing industry best practices, enhancing consumer trust, and reducing security breaches to address these concerns.



CTOs

CTOs could express apprehension about innovation, technology integration, and resource allocation. Highlight the program's ability to keep them updated on industry trends, foster innovation, and encourage collaboration among industry players.



CCOs

CCOs may raise concerns about regulatory compliance, legal risks, and reputation management. Stress the program's guidance on best practices, fostering a culture of compliance, and reducing legal risks to address these concerns.

By understanding and addressing the unique challenges of each stakeholder, the AdChoices program can demonstrate its value as a tool for responsible advertising, ensuring transparency, commitment to best

EMBARK ON YOUR ADCHOICES JOURNEY

A Step-by-Step Guide to participating in the AdChoices Program in India



Are you interested in demonstrating your commitment to ethical advertising practices? Beginning your journey with the AdChoices program can help you achieve this goal seamlessly. Here are a few easy steps to join the AdChoices program in India:

STEP 1

Explore the AdChoices India website hosted by DMAAsia and carefully review the program requirements.

STEP 2

Register for participation and select the membership tier that suits you.

STEP 3

Implement the AdChoices icon and notice on your digital properties.

STEP 4

Ensure that you comply with the program's principles and guidelines.

STEP 5

Regularly conduct self-assessments and undergo third-party audits to maintain adherence to AdChoices standards.

By taking these steps, you will be joining a community of innovative organizations that prioritize transparency, user privacy, and ethical data management in the digital advertising ecosystem. Not only will embracing the AdChoices program demonstrate your commitment to ethical advertising practices, but it will also assure your customers that their data is being handled responsibly. So why wait? Initiate your AdChoices journey today and become a part of this growing movement!

IMPECCABLE PEDIGREE UNPARALLELED ACTIONS

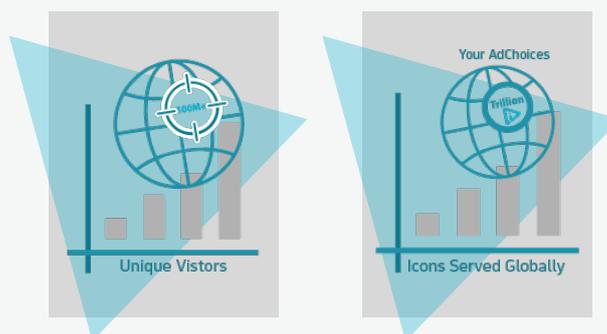
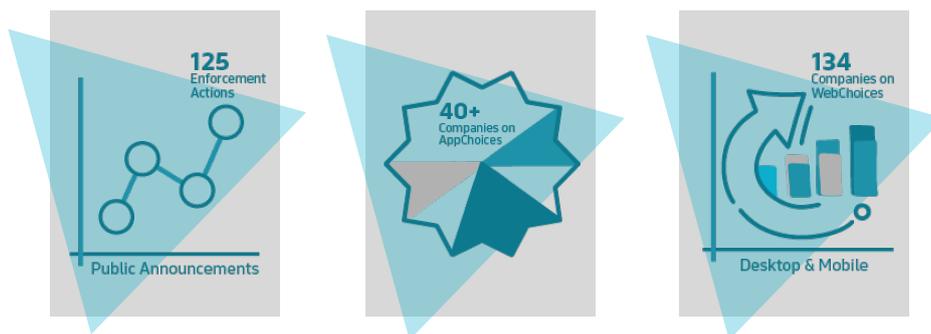
DAA Timeline



2009: Founding of the Digital Advertising Alliance (DAA) program with a mission to provide transparency and choice for consumers regarding data collection and use for online advertising.

2013: Launch of the DAA Self-Regulatory Program for Online Behavioral Advertising (OBA) to ensure responsible data collection and use for OBA purposes.

2019: Expansion of the DAA program to include coverage of data collection practices for cross-device data, providing consumers with more control over their data across multiple devices.



DIGITAL PERSONAL DATA PROTECTION BILL, 2022 IS HERE.

ARE YOU READY ?

A Global Framework for self-regulation for OBA.

The Digital Advertising Alliance's public-private cross-industry partnership works closely with regulators and policymakers to develop standards and best practices for the online advertising industry. We engage in continuous dialogue with members, policymakers and other stakeholders to create a unified framework for brand safety, advertising transparency and consumer privacy. Our program helps brands maintain trust with consumers while delivering results through increased transparency and choice. Write to us at hello@brandmasters.in and ask how you can join in shaping the future.



"Adopting the DAA Asia Program empowers CMOs and agencies to navigate the complex digital landscape, build consumer trust, and foster responsible data-driven marketing practices"

Our Office: DMAasia DMAHouse Sector 7, Dwarka, New Delhi 110075.

Supriya Thakral

Program Director

