



CONSUMERS' GATEWAY TO TRANSPARENCY & CONTROL FOR TARGETED ADS

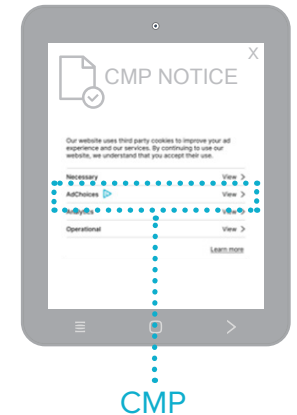
Access to Companies' Privacy Policies & Disclosures on Data Practices

WebChoices 2.0 Works with All Major Browsers

Incorporates DAA Self-Regulatory Principles

Backed by Independent Enforcement Organizations

Will Soon Offer New Category Preferences

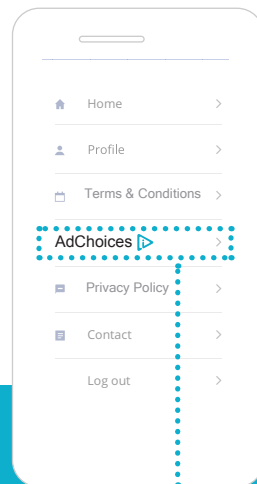


Works with Existing & New Technologies: Cookies, Hashed Phone/Email, IP address, Mobile ID, Probabilistic

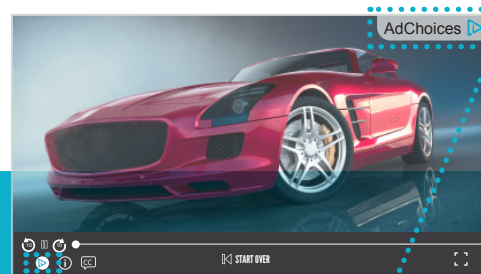
Use the AdChoices icon in app settings, CMP notices, CTV, websites, and ads.



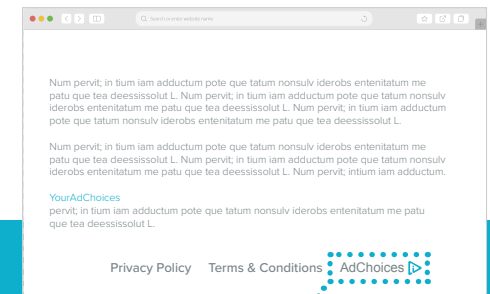
DIGITAL ADS



APP SETTINGS



CONNECTED TV



PRIVACY POLICY & WEBSITE FOOTER

BUILD TRUST
DRIVE ENGAGEMENT

youradchoices.com
aboutidentifiers.org
digitaladvertisingalliance.org

Consumers Trust AdChoices

72%

say AdChoices increases trust in advertisers who use it

78%

say AdChoices is useful

79%

recognize the AdChoices icon

85%

say AdChoices is easy to understand

Results of The 2024 DAA Icon Consumer Awareness Survey