

**BEFORE THE**

**SUBCOMMITTEE ON COMMERCE, MANUFACTURING AND TRADE**

**HOUSE OF REPRESENTATIVES COMMITTEE ON ENERGY AND COMMERCE**

**HEARING ON**

**“UNDERSTANDING CONSUMER ATTITUDES ABOUT PRIVACY”**

**OCTOBER 13, 2011**

**TESTIMONY OF**

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**MEMBER, BOARD OF DIRECTORS**

**DIGITAL ADVERTISING ALLIANCE**

## **I. Introduction**

Chairman Bono Mack, Ranking Member Butterfield, and Members of the Subcommittee, good morning and thank you for the opportunity to speak at this important hearing.

My name is Linda Woolley. I am the Executive Vice President of Washington Operations for the Direct Marketing Association (“DMA”), a global trade association of thousands of businesses and nonprofit organizations that use and support multi-channel direct marketing tools and techniques. Today, I am pleased to testify on behalf of the Digital Advertising Alliance (“DAA”) and to report to the Subcommittee on the substantial progress of our Self-Regulatory Program.

The DAA is an organization of leading companies and trade associations formed to administer and promote the Self-Regulatory Principles for Online Behavioral Advertising. My testimony today will describe how the online advertising industry has successfully worked to give consumers transparency about online data collection practices and to create easy, uniform, and effective tools for consumers. DAA participating companies recognize that consumers may have different preferences about online advertising, and want to build consumer trust in the online experience by ensuring that consumers have meaningful choices about how data is collected and used.

## **II. Online Advertising Benefits Consumers and the Economy**

It is impossible to overstate the economic importance of the Internet today. Even in difficult times, e-commerce has continued to grow and thrive. Simply put: the Internet economy creates jobs. A 2009 study found that more than three million Americans are employed due to the advertising-supported Internet, contributing an estimated \$300

billion, or approximately 2%, to our country's GDP.<sup>1</sup> There is Internet employment in every single congressional district.<sup>2</sup> The Internet is now the focus and a symbol of the United States' famed innovation, ingenuity, inventiveness, and entrepreneurial spirit, as well as the venture funding that follows.

The Internet continues to evolve in extraordinary and exciting ways. Tools like social networking, mobile applications, and daily deals are contributing to economic growth while revolutionizing our daily lives. In 2010, the average American spent 32 hours per month online.<sup>3</sup> Total U.S. e-commerce spending reached \$227.6 billion last year, an increase of 9% over the previous year that included travel and other retail spending.<sup>4</sup>

Advertising helps to fuel this Internet economic engine. According to the 2011-2012 edition of the DMA's Power of Direct Marketing Report, based on results in the first half of this year, expenditures in 2011 on online marketing in the United States, including both e-mail and Internet, are expected to total \$30 billion and to generate \$639 billion in U.S. sales.

Revenues from online advertising support and facilitate e-commerce and subsidize the cost of content and services that consumers value, such as online newspapers, blogs, social networking sites, mobile applications, email, and phone services. The support provided by online advertising is substantial and growing despite the difficult economic times. In the first half of 2011, Internet advertising revenues

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<sup>1</sup> Hamilton Consultants, Inc. with Professors John Deighton and John Quelch, *Economic Value of the Advertising-Supported Internet Ecosystem*, at 4 (June 10, 2009), available at <http://www.iab.net/media/file/Economic-Value-Report.pdf>.

<sup>2</sup> *Id.* at 53.

<sup>3</sup> comScore Data Mine, "[Average Time Spent Online per U.S. Visitor in 2010](http://www.comscore.com/2011/01/average-time-spent-online-per-u-s-visitor-in-2010/)" (January 13, 2011) available at <http://www.comscore.com/2011/01/average-time-spent-online-per-u-s-visitor-in-2010/>.

<sup>4</sup> comScore, "The 2010 U.S. Digital Year in Review" (February 2011).

reached a new high of \$14.9 billion, an impressive 23% higher than the same period last year.<sup>5</sup>

Because of advertising support, consumers can access a wealth of online resources for free or at a low cost. These resources have transformed our daily lives. Imagine parents who discover their child is sick at two o'clock in the morning. They can go online to look up basic medical information or find directions to the nearest doctor's office or emergency room. The Internet is now so established that we tend to take the resources that it offers for granted, but in fact, those resources are largely supported by advertising.

Interest-based advertising is an essential form of online advertising. As the Subcommittee knows, interest-based advertising, also called behavioral advertising, is delivered based on consumer preferences or interests as inferred from data about online activities. Consumers are likely to find interest-based advertisements more relevant than random messages, and advertisers are more likely to attract consumers that want their products and services. For example, browser activity can help advertisers find an audience that is likely to be interested in baby products, which is likely to be a different group from the audience advertisers are trying to reach with offers for retirement homes, world travel, or sports cars. Websites also benefit because interest-based advertising garners better responses, allowing websites to earn more revenue – and support more content and services – with fewer advertisements. These benefits help small businesses and small publishers to continue to thrive on the Internet.

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<sup>5</sup> Interactive Advertising Bureau Press Release, "Internet Ad Revenues at Nearly \$15 Billion in First-Half 2011, Up 23%, Second Quarter 2011 Breaks Record Again" (September 28, 2011) (reporting results of PricewaterhouseCoopers study).

Interest-based advertising is vital for new start-up companies and small businesses to reach potential customers. Smaller websites cannot afford to employ sales personnel to sell their advertising space, and may be less attractive to large brand-name advertising campaigns. Interest-based advertising helps small companies to overcome these challenges. In the online advertising ecosystem, small website publishers can increase their revenue by featuring advertising that is more relevant to their users. In turn, advertising-supported resources help other small businesses to grow. Nearly two-thirds of U.S. small businesses use online tools, such as travel booking and networking services, to help them run their companies.

Recent research highlights the importance of interest-based advertising. During the Subcommittee's September 15, 2011, hearing on "Internet Privacy: The Impact and Burden of EU Regulation," the Subcommittee heard testimony from Professor Catherine Tucker about the effect on advertising performance of the European Union's e-Privacy Directive, which limits the ability of companies to collect and use behavioral data to deliver relevant advertising. Professor Tucker's research study on this question found that the e-Privacy Directive was associated with a 65% drop in advertising performance, measured as the percent of people expressing interest in purchasing an advertised product. The NetChoice coalition has estimated that this figure would translate to a loss of \$33 billion for American businesses over five years if the United States adopted similar regulation.<sup>6</sup> The study also found that the adverse effect of such regulation was greatest for websites with content that did not relate obviously to any commercial product, such as general news websites.

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<sup>6</sup> NetChoice, "Estimate of U.S. Revenue Loss if Congress Mandated Opt-In for Interest-Based Ads", available at <http://www.netchoice.org/library/estimate-of-us-revenue-loss-if-congress-mandated-opt-in-for-interest-based-ads/>.

In general, the data used for interest-based advertising is not personally identifiable, except when consumers choose to provide personally identifiable information. Nevertheless, the advertising industry recognizes and respects that some consumers may prefer not to receive such advertising. Our industry has done a tremendous amount of work to make sure that consumers have transparency about online behavioral advertising, and that consumers can exercise control over their preferences – including opting out, if they so desire.

### **III. Self-Regulatory Principles Follow the Federal Trade Commission Roadmap**

In February 2009, after an extended deliberative process, the Federal Trade Commission published a Staff Report that called upon industry to “redouble its efforts” to create self-regulation of online behavioral advertising.<sup>7</sup> The report set out a roadmap of several key elements that should be included in self-regulation, including transparency and consumer control. The Commission also made clear that consumer tools to exercise choice should be easy to use, effective, uniform, and ubiquitous.

Following the Commission’s Staff Report, leading trade associations and companies responded quickly and effectively. This effort has been spearheaded by the DMA, the American Association of Advertising Agencies, the Association of National Advertisers, and the Interactive Advertising Bureau (“IAB”), and also includes the American Advertising Federation, the Network Advertising Initiative, and other leading industry associations that represent components of the Internet ecosystem. These associations and the companies participating in the self-regulatory effort collectively comprise the DAA.

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<sup>7</sup> Federal Trade Commission Staff Report, *Self-Regulatory Principles for Online Behavioral Advertising* at 47 (February 2009), available at <http://www.ftc.gov/os/2009/02/P085400behavadreport.pdf>.

In July 2009, just five months after the Federal Trade Commission's endorsement of self-regulation, our coalition announced a groundbreaking set of Self-Regulatory Principles for Online Behavioral Advertising.<sup>8</sup> The Principles apply across the entire online advertising ecosystem. They address all of the key elements called for in the Federal Trade Commission's 2009 Staff Report, namely:

- Consumer education,
- Enhanced notice of data practices,
- Innovative choice mechanisms,
- Data security,
- Sensitive data protection,
- Consent for retroactive material policy changes, and
- Enforcement.

The Self-Regulatory Principles prescribe expectations for companies in each of these areas. They provide uniform definitions for key terms and include detailed Commentary that is designed to aid compliance.

These Self-Regulatory Principles are comprehensive yet flexible enough to respond to the complex and rapidly evolving online advertising ecosystem. Most importantly, they represent consensus in the online advertising community, and are supported by all of the major industry stakeholders.

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<sup>8</sup> American Association of Advertising Agencies, Association of National Advertisers, Direct Marketing Association, Interactive Advertising Bureau, and Council of Better Business Bureaus, *Self-Regulatory Principles for Online Behavioral Advertising* (July 2009), available at <http://www.aboutads.info/resource/download/seven-principles-07-01-09.pdf>.

#### **IV. Implementing the Self-Regulatory Program**

The advertising industry has put its money where its mouth is. Since releasing the Self-Regulatory Principles in July 2009, the industry has made significant investments in the infrastructure required to implement the Principles across the Internet. This tremendous effort has included designing, building, and deploying a centralized choice mechanism and launching an industry website at [www.Aboutads.info](http://www.Aboutads.info). A timeline of milestones is attached (Attachment 1).

The DAA is seeing these efforts pay off. Our participating companies collectively account for the vast majority of online behavioral advertising. With companies competing for business based on privacy features, the Self-Regulatory Principles are beginning to become a part of doing business in the online advertising industry. The list of participating companies is impressive. It includes companies that serve online ads, and our program now covers all of the 15 largest online ad networks. The program also includes brand advertisers, most of which are “household names.” In addition, companies that are part of the program are requiring in contracts that their business partners and suppliers participate in the Self-Regulatory Program and adhere to the Self-Regulatory Principles. I will highlight our achievements in three key areas: transparency and consumer control, consumer education, and enforcement.

##### **A. Transparency and Consumer Control**

The DAA’s Advertising Option Icon is a key feature of the Self-Regulatory Program (Attachment 2). Launched in 2010, the Advertising Option Icon has already become a familiar sight across the Internet. Based on results supplied by participating companies, we estimate that tens of billions of icons are being delivered to consumers

every single day. Six hundred billion icons were served in August alone. This remarkable level of visibility makes our Program easy for consumers to find, understand, and use. Most importantly, when icons are served on ads, it is at the very moment that a consumer is likely to be interested in making a choice about his or her preference and most apt to take action.

The Federal Trade Commission made clear in its 2009 Staff Report, and we agree, that consumers should get notice of behavioral advertising practices that is uniform, ubiquitous, and timely. For uniformity, we also agreed that this notice should use a special graphic icon that would be memorable to consumers. Calling on the professional expertise of the advertising industry, we developed the Advertising Option Icon to be a simple but attention-grabbing graphic that we hope will become as universally familiar and recognizable as the recycling logo.

To make sure this notice is ubiquitous and timely as recommended by the Federal Trade Commission, we reached the innovative solution of embedding the icon where data is collected and used for online behavioral advertising. This form of enhanced notice pulls notice out of the privacy policy and makes disclosures easily detectable to consumers.

Many companies are delivering the icon on their own. For other companies, the DAA has helped to ease the compliance process by contracting with “approved providers” DoubleVerify, Evidon, and TRUSTe, which offer technical solutions for compliance. One of these providers, Evidon, is also testifying here today and will share more about the assistance offered by the approved providers to those companies that choose to work with them.

The program is designed to be as easy as possible for the consumer to use. Let me briefly summarize how the process works from a consumer's perspective. A consumer can make a choice with respect to behavioral advertising in one of two ways:

- First, an advertisement covered by the Principles is identified with the Advertising Option Icon, which appears in the advertisement right where the consumer will notice it (Attachment 3). A consumer can click the Advertising Option Icon, which links to a clear statement about online behavioral advertising, with a link to more information and opt-out choices.
- The second way that a consumer can opt out is to go directly to the program's website, which is [www.aboutads.info](http://www.aboutads.info) (Attachment 4). Interested consumers can click the large "Consumer Choice Page-check mark button" in the middle of the page and see immediately the program participants that are customizing ads for that particular browser and make choices about whether to opt out (Attachment 5). The AboutAds website also provides consumer education.

No matter where consumers go online, they can see one memorable icon that leads to the same familiar, easy-to-use choice mechanism. AboutAds.info is a simple and effective "one stop" platform for consumers to opt out of having their information collected or used for interest-based advertising purposes. Consumers can opt out with respect to all participating companies, or they can pick and choose which companies may collect and use data for such purposes.

Our self-regulatory tools are providing an unprecedented level of transparency and control across the Internet. Through the DAA website and other resources made

available through the Self-Regulatory program, millions of Internet users have been educated about interest-based advertising and their choices.

## **B. Consumer Education**

The DAA is committed to building awareness of the Self-Regulatory Program through consumer education. Consumer education is one of the seven core Self-Regulatory Principles, and the advertising industry has made significant investments in this area. Our goal is to build consumer confidence by helping consumers to understand and exercise their choices.

Coinciding with the launch of the AboutAds.info tools, our colleagues at the IAB led the “Privacy Matters” educational campaign to inform consumers about how they can manage their online experience and to explain how advertising supports the Internet. Through this effort, consumers were exposed to hundreds of millions of online public service announcements (“PSAs”) linked to the “Privacy Matters” website, which features engaging educational modules on advertising practices and safe Web browsing. While the campaign was underway, 9% of all delivered impressions were “moused-over” by consumers, who spent an average of 28 seconds on a PSA once they moused over it. These are excellent results that out-perform the standard range for this type of public service campaign. The time spent viewing one of these PSAs, for example, was equivalent to about twice the exposure time of the most common television commercial exposure of 15 seconds.

Industry has also invested in publicizing the Self-Regulatory Principles and associated tools for businesses and consumers. This multifaceted campaign, which supplements the consumer notice provided by the Advertising Option Icon, has included

the launch of the AboutAds.info website, community outreach by the participating trade associations, educational webinars to assist businesses with coming into compliance with the Principles, and the delivery of additional online PSAs. We continue to develop other education initiatives to inform consumers about interest-based advertising and the choices available to them.

### **C. Enforcement**

Finally, I want to emphasize that companies will be held accountable for complying with the Principles. Accountability is one of the seven Self-Regulatory Principles, and the DAA believes that credible and vigorous accountability is essential to successful self-regulation. The DMA and the Council of Better Business Bureaus (“CBBB”) have longstanding, effective, and respected compliance programs that are being leveraged to enforce compliance with the Principles.

The DMA has incorporated the Principles into its comprehensive Guidelines for Ethical Business Practice (“Guidelines”). All DMA members must adhere to the Guidelines, which are enforced by the DMA’s Corporate and Social Responsibility team and Ethics Operating Committee. The CBBB accountability program is administered with policy direction and guidance from the National Advertising Review Council (“NARC”), and is modeled after other successful CBBB/NARC accountability programs. These programs cover all companies that are subject to the Principles. The IAB also adopted a new membership code in February 2011 requiring its members to comply with the Self-Regulatory Principles as a condition of membership.

The DMA and CBBB enforcement programs are alerted to concerns through a combination of technological monitoring across the Internet and complaints that may be

filed by consumers, competitors, government agencies, and others. Based on these alerts, the programs examine complaints and evidence, and then work with companies to help them come into compliance with the Principles. Decades of self-regulation show that this is an effective and efficient way to change company behavior.

If a company fails to cooperate voluntarily, the programs can publicize the violation and refer the issue to government authorities for further investigation. Companies that claim to adhere to the Self-Regulatory Principles, but fail to do so, risk liability for deceptive acts or practices. Of course, enforcement authorities can also investigate companies on their own initiative.

## **V. Continued Progress**

Thanks to strong investment by the business community, the DAA's Self-Regulatory Program is well underway. While our progress has been exciting, our work continues. One of the major benefits of industry self-regulation is its ability to respond quickly to changes in technology and business practices. For example, some policymakers have raised concerns that data collected for advertising purposes could be used as a basis for employment, credit, or health insurance eligibility decisions.<sup>9</sup> I want to emphasize that these are hypothetical concerns that do not reflect actual business practices. Nevertheless, industry is stepping forward to address these concerns and we are expanding our guidelines to clarify and ensure that such practices are prohibited and will never occur. This type of adaptability is essential to avoid stifling innovation in the

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<sup>9</sup> Jon Leibowitz, "FTC Chairman: 'Do Not Track' Rules Would Help Web Thrive -- Online commerce and personal privacy are not incompatible," *U.S. News* (January 3, 2011), available at <http://www.usnews.com/opinion/articles/2011/01/03/ftc-chairman-do-not-track-rules-would-help-web-thrive-jon-leibowitz>.

complex and dynamic Internet environment. We welcome additional input from policymakers and we are committed to examining any future concerns that may arise.

The DAA, and its participating companies and associations, look forward to continuing our efforts and working cooperatively with the Congress, the Federal Trade Commission, and the Department of Commerce as we move forward on implementing the Self-Regulatory Principles and discussing these important issues. We believe that consumers are the ones who can best determine their own preferences. We also believe in the longstanding tradition and success of self-regulation in the marketing and advertising areas. Our program creates the right framework to ensure that consumers can enjoy both exciting online services and robust privacy protection.

\* \* \*

Thank you for inviting me to share the DAA's progress with the Subcommittee. I look forward to answering any questions that the Subcommittee may have.

<b>Attachment 1:</b>	<b>Timeline of Industry Effort to Develop and Implement Self-Regulatory Principles for Online Behavioral Advertising</b>
<b>December 2007</b>	Federal Trade Commission staff releases proposed principles to guide the development of industry self-regulation in the area of online interest-based advertising.
<b>April 2008</b>	Industry leaders file comments on Federal Trade Commission’s proposals and convene task force to examine existing self-regulatory efforts.
<b>October 2008</b>	Industry coalition begins drafting new self-regulatory guidelines.
<b>February 2009</b>	Federal Trade Commission releases final Staff Report on <i>Self-Regulatory Principles for Online Behavioral Advertising</i>
<b>July 2009</b>	After building support among industry stakeholders, coalition releases cross-industry <i>Self-Regulatory Principles for Online Behavioral Advertising</i> (“Principles”) that correspond to the guidelines in the FTC staff report.
<b>August 2009</b>	Coalition turns to enforcement, operational implementation, and educational planning.
<b>November 2009</b>	Interactive Advertising Bureau and Network Advertising Initiative lead effort to develop technical specifications for implementing enhanced notice through a link in or around an advertisement.
<b>December 2009</b>	Coalition launches “Privacy Matters” education campaign, designed to educate consumers about how they can manage their online experience and to help consumers better understand how online advertising supports the Internet.
<b>January 2010</b>	Coalition announces intention to provide enhanced notice to consumers through a link/icon embedded in online interest-based advertisements (or, if such notice is not delivered, on the Web page where the interest-based advertisement occurs).  Direct Marketing Association revises <i>Guidelines for Ethical Business Practice</i> to require members’ adherence to the DAA Self-Regulatory Principles for Online Behavioral Advertising.
<b>March 2010</b>	Coalition commences effort to operationalize the Principles, including providing business education webinars, trademarking distinctive Advertising Option Icon, and developing an industry-wide Web site to deliver consumer education, provide information

concerning parties engaged in interest-based advertising, and offer consumer choice.

**October 2010**

AboutAds.info Web site launches. Companies may register to use the Advertising Option Icon and acquire specific technical guidance for the icon's implementation and use.

Coalition selects the first "approved provider" to offer technical solutions for compliance with the Principles.

**November 2010**

Coalition launches consumer-facing AboutAds.info Consumer Opt-Out Page, where consumers may easily opt out of some or all of the interest-based advertisements they receive.

**December 2010**

Coalition selects two additional "approved provider" vendors.

**January 2011**

Direct Marketing Association enforcement program goes into effect.

**February 2011**

DAA Principles and Communications Advisory Committee convenes to consider ways to encourage international adoption of the icon and standards consistent with the Principles.

Interactive Advertising Bureau adopts a new membership code of conduct requiring members' adherence to the DAA Self-Regulatory Principles for Online Behavioral Advertising.

**March 2011**

Council of Better Business Bureaus enforcement program goes into effect.

Accountability program selects vendor to provide technical platform to monitor participating companies' compliance with the Principles.

**May 2011**

Council of Better Business Bureaus and the Direct Marketing Association request compliance updates from companies engaging in interest-based advertising.

**Attachment 2. Advertising Option Icon**



Attachment 3. Sample Advertisement with Advertising Option Icon

Ad Choices 

**FIOS® TV + FIOS INTERNET**  
**NO HOME PHONE REQUIRED**



**NO TERM CONTRACT  
REQUIRED**

**\$69<sup>99</sup>** / month  
for 6 mo.

\$79.99/month for months  
7-12. Plus taxes and fees.

**+FREE HBO® & CINEMAX®  
FOR 3 MONTHS**

THE BOUNTY HUNTER AIRING ON STARZ®



**Get FIOS**

## Attachment 4. AboutAds.info Home Page

THE SELF-REGULATORY PROGRAM FOR ONLINE BEHAVIORAL ADVERTISING

Home | About the Principles | For Consumers | For Participating Companies | Participating Associations | Contact



**Advertising Option Icon**

### Welcome to the online home of the Self-Regulatory Program for Online Behavioral Advertising.

Building on the [Self-Regulatory Principles for Online Behavioral Advertising](#) (Principles) released in July 2009, the nation's largest media and marketing associations have come together to launch this Program, which gives consumers a better understanding of and greater control over ads that are customized based on their online behavior (also called "interest-based" advertising).

Our participating companies share a commitment to delivering consumers a robust and credible Program of notice and choice for online behavioral advertising, and to enhancing consumer confidence in the online medium.

**CONSUMER CHOICE PAGE**

Make choices about interest-based ads from participating companies

**Participating Associations:**

- A-s LEADERSHIP COMMUNITY ADVOCACY GUIDANCE
- AAF
- ANA Leading the Marketing Community
- BBB Start With Trust
- DMA<sup>D</sup> Direct Marketing Association
- iab.
- NAI

**For Consumers**

**Learn about Online Behavioral Advertising:** If you're an online user, you can [find out more](#) about online behavioral advertising and how it helps provide you with more relevant advertising on the websites you visit. You'll learn how online advertising supports the free content, products and services you use online; what choices you have; and how to use browser controls to enhance your privacy.

**Exercise Your Choice:** You can now [visit](#) the beta version of the Program's Consumer Opt Out Page, which allows users to conveniently opt-out from online behavioral ads served by some or all of our participating companies.

**For Companies**

**Learn about the Program:** You can read the [Principles](#), as well as find out more about the participating [Associations](#). To learn how your company can implement the Principles, please review the [Implementation Guides](#).

**Register to Start Using the Advertising Option Icon:** Companies participating in the Program may use the Advertising Option Icon as a means for providing enhanced notice of online behavioral advertising practices. If you would like to register to use the icon, please [click here](#).

**For Companies Engaged in Online Behavioral Advertising**

To enhance the transparency of online behavioral advertising, the Program encourages companies qualifying as third parties under the Principles to:

- **Inform consumers** about their data practices through clear, meaningful and prominent notices.
- **Display the Advertising Option Icon** so that consumers can easily find out about online behavioral advertising, learn about the data practices associated with advertisements they receive, and opt-out if they choose.
- **Register** to receive information about how to be listed on the **Consumer Opt-Out Page**, where consumers will be able to easily opt-out of receiving online behavioral advertising from some or all participating companies.

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Attachment 5.

AboutAds.info Uniform Consumer Choice Page

OPT OUT FROM ONLINE BEHAVIORAL ADVERTISING

[Home](#) | 
 [About the Principles](#) | 
 [For Consumers](#) | 
 [For Participating Companies](#) | 
 [Participating Associations](#) | 
 [Contact](#)

Welcome to the consumer opt out page for the [Self-Regulatory Program for Online Behavioral Advertising](#). Our participating companies are committed to transparency and choice.

Some of the ads you receive on Web pages are customized based on predictions about your interests generated from your visits over time and across different Web sites. This type of ad customization — sometimes called “online behavioral” or “interest-based” advertising — is enabled through your computer browser and [browser cookies](#). Such online advertising [helps support the free content, products and services you get online](#).

Using the tools on this page, you can opt out from receiving interest-based advertising from some or all of our participating companies.

- Find out which participating companies have currently enabled customized ads for your browser;
- See all the participating companies on this site and learn more about their advertising and privacy practices;
- Check whether you've already opted out from participating companies;
- Opt out of browser-enabled interest-based advertising by some or all participating companies, using [opt-out cookies](#) to store your preferences in your browser; or
- Use the “Choose All Companies” feature to opt out from all currently participating companies in one step. [Go](#)

All Participating Companies (61)

SHOW

Companies Customizing Ads For Your Browser (41)

Existing Opt Outs (0)

SHOW

**These 41 participating companies have enabled interest-based ads for this web browser.**

Click the company name to find out more about a participating company. To opt out from interest-based ads by one or more companies, check the box(es) in the “Select” column next to the company name(s), and then hit the “Submit your choices” button. You can also use click the “Select all shown” box to pre-check all the listed companies before you hit the “Submit” button.

[Need help?](#)

COMPANY NAME	SELECT ALL SHOWN <input type="checkbox"/>
24/7 Real Media	<input type="checkbox"/>
33Across	<input type="checkbox"/>
AdBrite, Inc.	<input type="checkbox"/>
Adconion Media Group	<input type="checkbox"/>
Adify Corporation	<input type="checkbox"/>
Aggregate Knowledge, Inc.	<input type="checkbox"/>
Akamai Technologies, Inc.	<input type="checkbox"/>
AlmondNet	<input type="checkbox"/>
AOL Advertising	<input type="checkbox"/>
AudienceScience, Inc.	<input type="checkbox"/>

Submitting your choices for the selected companies stores your opt out preference(s) to interest-based advertising in your browser. [Learn more](#)

**Submit your choices**

**Important things to remember about the choices you make on this page:**

- These opt outs apply to interest-based advertising by participating companies. You will still receive other types of online advertising from participating companies, and the Web sites you visit may still collect information for other purposes.
- The opt out choices you select are stored in opt out cookies only in this browser, so you should separately set your preferences for other browsers or computers you may use. Deleting browser cookies can remove your opt out preferences, so you should visit this page periodically to review your preferences, or update to include new participating companies.

**Choose all companies**

**Opt out from all participating companies.**

Submitting your choices for all currently participating companies stores your opt out preferences to interest-based advertising in your browser. [Learn more](#)

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