

Digital Advertising Alliance of Canada (DAAC)

# Ad Marker Implementation Guidelines for Mobile

How Companies Should Use the AdChoices Icon & Text on Mobile Devices in Canada

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# Executive Summary

The ability to advertise in mobile contexts, including mobile Web and mobile apps, presents new opportunities for marketers to deliver valuable, relevant messages to their audiences.

Advertising on mobile devices is inherently different than advertising on the desktop and laptop platforms. These differences include navigation using touch and gestures, smaller screen size, and variability in Internet connectivity. Because of these inherent differences, the DAAC has developed these new Ad Marker Implementation Guidelines for Mobile to help ensure mobile device users have access to the same insight into and control over mobile advertising as they already enjoy in desktop environments.

**These Guidelines differ slightly from the DAA US. In Canada, expandable ads should not expand when the AdChoices icon is clicked. There are also French language requirements detailed in this document.**

## Scope

These Ad Marker Implementation Guidelines for Mobile (the “Guidelines”) cover the provision of notice and choice for ad campaigns in mobile app and mobile websites. These Guidelines should be read in conjunction with the DAAC document called the [Application of Self-Regulatory Principles to the Mobile Environment](#) and the documents for the desktop: the DAAC’s [Canadian Ad Marker Creative Guidelines](#) and the DAAC’s [Canadian Self-Regulatory Principles for Online Behavioural Advertising](#). The Ad Marker remains the visual representation presented to users to learn more about the ads they receive. Consistent and proper use of the Ad Marker reinforces the application of consumer-friendly standards for Interest-Based Advertising (IBA) across the mobile eco-system.

These Guidelines propose initial specifications for the mobile environment. Additional versions may be issued as the Digital Advertising Alliance of Canada (DAAC) receives implementation feedback.

## When to Use These Guidelines

These Guidelines address use cases in which consumers interact with the screen without using a cursor, as is the case when they use mobile devices such as smartphones and tablets. For example, if the consumer must touch the screen to interact with the content, then the device being used is most likely a mobile device. The Guidelines apply to both in-app and mobile browser environments for mobile devices.

If the content is being viewed on a desktop or laptop device and a cursor is used to interact with the content, then companies should follow the DAAC’s [Canadian Ad Marker Implementation Guidelines](#) for desktop environments.

# In-Ad Implementation

In-ad implementation refers to the Icon/Ad Marker displaying *inside* an advertisement on a mobile device. The in-ad experience could be displayed on an ad within an app or a mobile website.



Figure 1: The Icon

## The Ad Marker & Sizing

The Ad Marker consists of the Icon (Figure 1) and accompanying Ad Marker Text.

The DAAC has chosen the following options as the approved Ad Marker Text in Canada:

### AdChoices

### Choix de pub

The approved font for this text is Arial Regular. There should be no spaces between the words AdChoices, but for French, spaces should be used and only the C is capitalized. The Icon may be placed on either side of the Ad Marker Text.

Due to the smaller screen and ad creative sizes, mobile implementation of the Ad Marker may initially be accomplished through the presentation of the Icon only. When displayed in-ad, the Icon should always be displayed in the original blue colour (hex: #00AECD, RGB: 0, 174, 205).

To ensure legibility, the Icon should be at least 12 pixels by 12 pixels (12x12).

## Touchpad Area

The Ad Marker should include an invisible touchpad area that must be between 20x20 and 40x40 pixels. Mobile environments require enough area to allow the user to easily interact with the Ad Marker. The added space also enables expansion of the Ad Marker space without compromising ad space for the advertiser.



Figure 2: Touchpad area

## In-Ad Placement

For in-ad notice, the Ad Marker is placed inside the ad in any of the four corners of the ad at the discretion of the party serving the notice.

The best practice is to check the ad creative for any colliding icons, especially on the top right corner. The [IAB MRAID](#) and [Video Ad Format Guidelines](#) have designated the upper right corner to include a persistent close button. Users are accustomed to tapping on the upper right corner as a way to close an advertisement, video, or window. In order to avoid possible user confusion, displaying the Ad Marker in a different corner from the close event is recommended. The overlap touchpad area is also a factor in choosing a corner to place the Ad Marker. The close button should not conflict with the touchpad area for the Ad Marker.

When the Icon is used in conjunction with the Ad Marker Text, the recommendation is to place the Icon in the immediate corner of the ad with the Ad Marker Text adjacent to the Icon. For example, when the Icon is placed in the upper left corner, any Ad Marker Text (e.g. AdChoices) would be placed to the right of the Icon. Conversely, when the Icon is placed in the upper right corner, the Ad Marker Text will be placed to the left of the Icon.

The following example illustrates in-ad placement of the Icon.

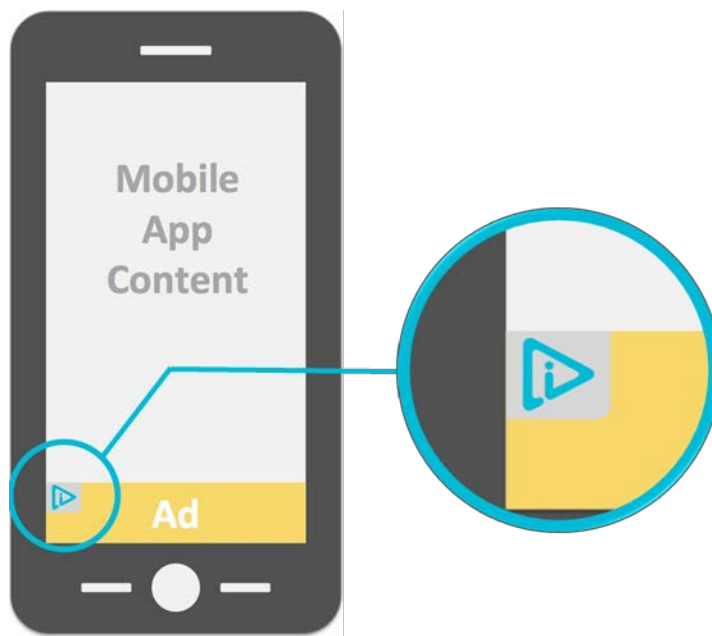


Figure 3: The Icon placement in upper left hand corner of ad creative

## In-Ad User Experience

Upon tapping the Icon or Ad Marker, users may have any one of the following experiences:

1. Link to notice containing choice mechanism or to instructions for device specific controls.
2. Expand to display the additional Ad Marker Text with link to notice.
3. Open an in-ad interstitial with link to notice.

This section covers these three different user experiences.

### Link to notice containing choice mechanism or to instructions for device specific controls

Tapping the Icon takes the user directly to a notice that contains clear descriptions of the types of data collected, including any Personal Information, the uses of such data, including whether it will be disclosed to another entity, and an easy-to-use choice mechanism (such as the [AppChoices](#) app). You may also provide instructions for other device-specific advertising preferences. The notice should state the fact the company adheres to the DAAC's Principles.

The following example illustrates a user experience when the in-ad Icon is tapped.

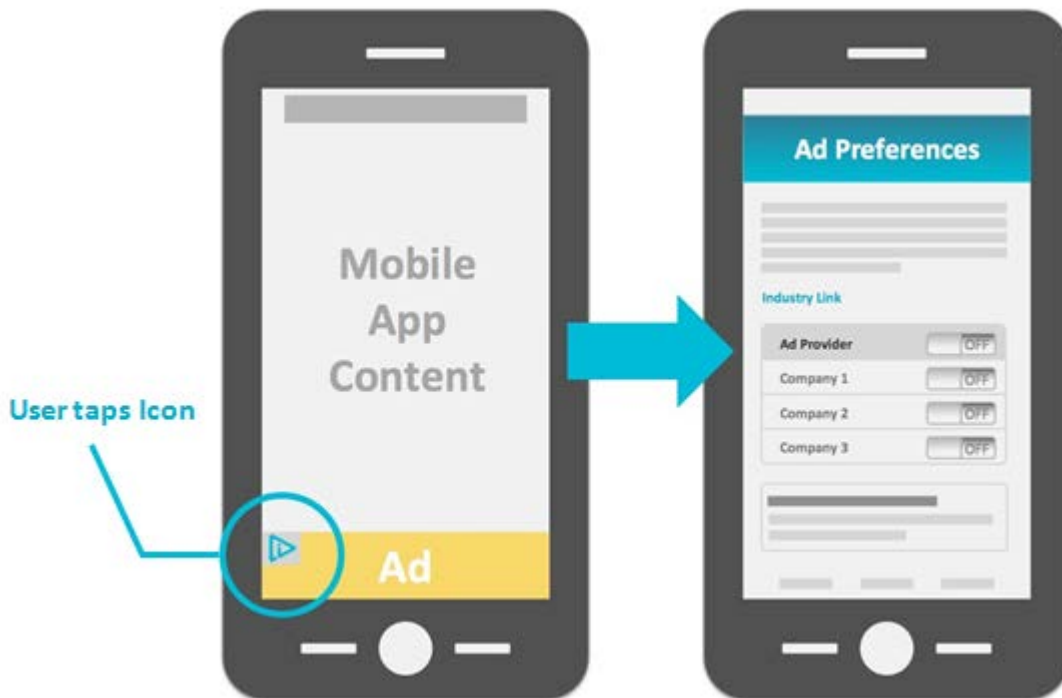


Figure 4: Example of Icon linking directly to a notice containing the choice mechanism.

### Expand to display the additional Ad Marker Text with link to notice

Tapping on the Icon the first time expands the notice to show the Ad Marker Text (e.g. AdChoices).

A second tap brings the user directly to a notice that contains clear descriptions of the types of data collected, including any Personal Information, the uses of such data, including whether it will be disclosed to another entity, and an easy-to-use choice mechanism (such as the [AppChoices](#) app). You may also provide instructions for other device-specific advertising preferences. The notice should state the fact the company adheres to the DAAC's Principles.

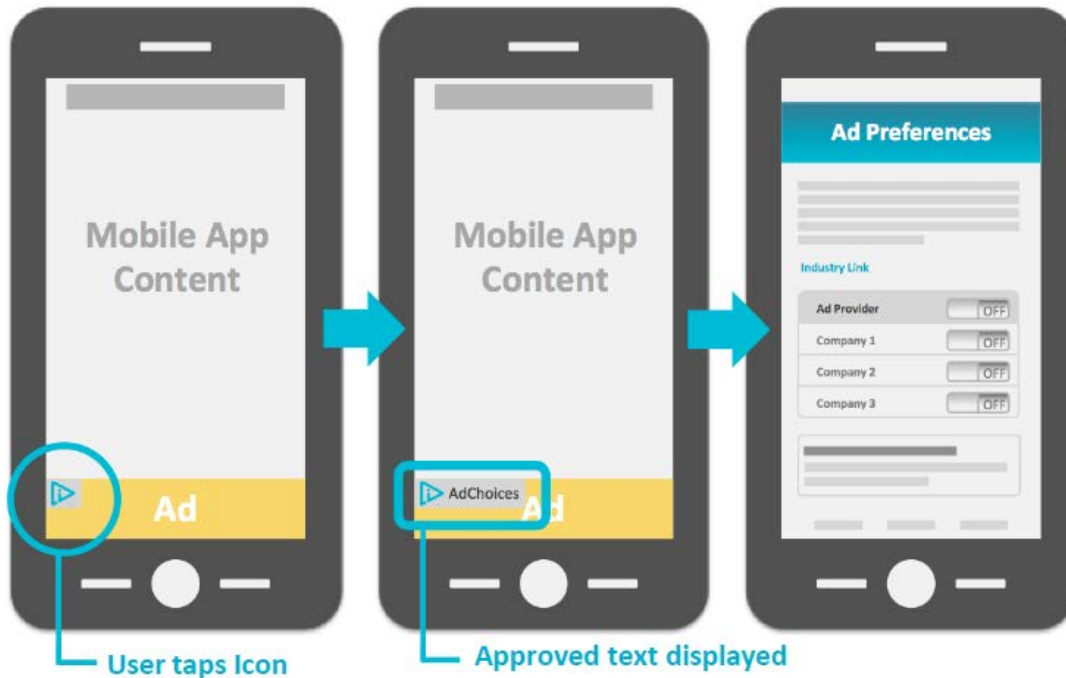


Figure 7: Ad Marker Text displays after the initial tap on the Icon with a second tap that brings the user to a notice with a choice mechanism.

### Open an in-ad interstitial with link to notice

When the user taps the Icon, an interstitial opens up. The interstitial can be any size but should not be bigger than the ad itself. The in-ad interstitial Ad Marker consists of the following elements:

- a) A link or button with the Ad Marker Text that brings the user directly to a notice that contains clear descriptions of the types of data collected, including any Personal Information, the uses of such data, including whether it will be disclosed to another entity, and an easy-to-use choice mechanism (such as the [AppChoices](#) app). You may also provide instructions for other device-specific advertising preferences. The notice should state the fact the company adheres to the DAAC's Principles.

Display of the Icon immediately adjacent to the Ad Marker Text is recommended (as displayed below).

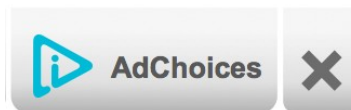


Figure 5: Example of interstitial

- b) Optionally, the interstitial may also contain any of the following elements:
  - Link to the company's privacy policy
  - Link back to the ad to close the interstitial
  - A brand logo for crediting the company responsible for providing the Ad Marker

**For expandable rich media ads:** If the user taps the rich media ad to expand the banner instead of tapping the icon, the icon may be hidden in expansion and reappear upon collapse.

The following example illustrates a user experience that opens the Ad Marker interstitial after tapping the in-ad icon.

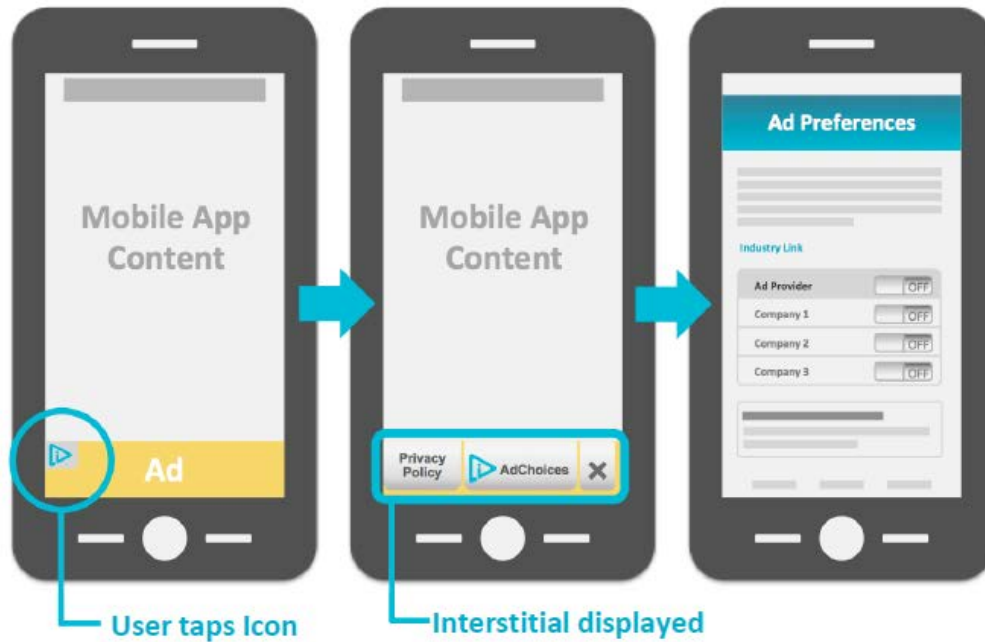


Figure 6: User experience example using an interstitial that links to a notice containing a choice mechanism.



# App Developer and Website Operator Implementation

When implementing the Ad Marker, application developers and mobile website operators need to consider both the placement of the Ad Marker and user access to the notice and choice it provides. This section provides guidance on both.

## The Ad Marker & Sizing

Notices should use the Ad Marker Text. Ad Marker Texts include one of the following:

### AdChoices

### Choix de pub

The approved font for this text is Arial Regular. The Icon and the text colour can be altered to the look & feel of the application it is presented in, or the look and feel of the mobile webpage. There should be no spaces between the words AdChoices, but for French, spaces should be used and only the C is capitalized. The Icon may be placed on either side of the Ad Marker Text.

When the Icon is provided in conjunction with the Ad Marker Text, the Icon should be at least 12 pixels by 12 pixels (12x12) to ensure legibility.

## Mobile Website Implementation

The ideal placement of the mobile website notice is above the fold. The font used to label the notice should be the same font used on the page.

When tapped, the user goes directly to a notice that contains clear descriptions of the types of data collected, including any Personal Information, the uses of such data, including whether it will be disclosed to another entity, and an easy-to-use choice mechanism (such as the [DAAC's mobile web choice tool](#)). The notice should state the fact the company adheres to the DAAC's Principles.

## Application Implementation

App developers should provide notice through a clear, meaningful, and prominent link to a disclosure that is presented:

- a) Before the application is installed, as part of the process of downloading an application to a device, at the time that the application is opened for the first time, or at the time Cross-App Data, Precise Location Data or Personal Directory Data is collected, and
- b) In the application's settings and any privacy policy.

The font used to label the notice should be the same font used throughout the settings menu of the app.

If the user taps on the AdChoices/Choix de pub section in the settings menu, the user goes directly to a notice that contains clear descriptions of the types of data collected, including any Personal Information, the uses of such data, including whether it will be disclosed to another entity, and an easy-to-use choice mechanism (such as the [AppChoices](#) app). You may also provide instructions for other device-specific advertising preferences. The notice should state the fact the company adheres to the DAAC's Principles.



Figure 9: In-app user flow example

## Additional User Experiences

Prescribing a specific user experience in every use case is impossible. The mobile user experience cases presented in this document represent the majority of mobile experiences conceived at the time these Guidelines were developed. Faced with any other mobile user experiences, companies should reference the DAAC's suite of documents to determine the appropriate notice and choice requirements.

These Guidelines should be read in conjunction with the DAAC's:

- [Application of Self-Regulatory Principles to the Mobile Environment](#)
- [Canadian Self-Regulatory Principles for Online Behavioural Advertising](#)
- [Canadian Ad Marker Creative Guidelines](#)