

# Behavioral Advertising



Privacy, Consumer Attitudes and Best Practices

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# Personalization Is Expected

**Your recently viewed products**  
 Scroll through a history of the products you've been looking at on CNET, without leaving this page! For side-by-side comparisons, select the products you are interested in and click the "Compare" button.

**YOUR RECENTLY VIEWED PRODUCTS** What's this?

COMPARE Remove selected | Clear all

**TRAVELCLIENT.COM**

Lowest fare **\$150** Find Flights from **CHICAGO** → To **FORT LAUDERDALE**

**DYNAMIC PRICE** **DYNAMIC ORIGIN** **DYNAMIC REP. IMAGE** **DYNAMIC DESTINATION**

CLICK HERE!



**ebay**  
 be unique for less  
 Find It

**amazon.com** Hello, Carolyn Hodge. We have [recommendations](#) for you. (Not Carolyn?)

Carolyn's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards

Shop All Departments Search Amazon.com

Carolyn's Amazon.com Your Browsing History Recommended For You Rate These Items

Carolyn's Amazon.com™ > Recommended for You  
 (If you're not Carolyn, [click here.](#))

**Recommendations by Category**

- Apparel & Accessories
- Baby
- Beauty
- Books
- Camera & Photo
- Computers & PC
- Hardware
- Electronics
- Gourmet Food
- Grocery
- Health & Personal Care
- Home Improvement

These recommendations are based on [items you own](#) and more.

view: All | [New Releases](#) | [Coming Soon](#)

1. **What to Eat**  
 by Marion Nestle (April 17, 2007)  
 Average Customer Review: ★★★★★ (49)  
 In Stock  
 List Price: \$16.00  
 Price: **\$10.88**  
 56 used & new from \$6.55

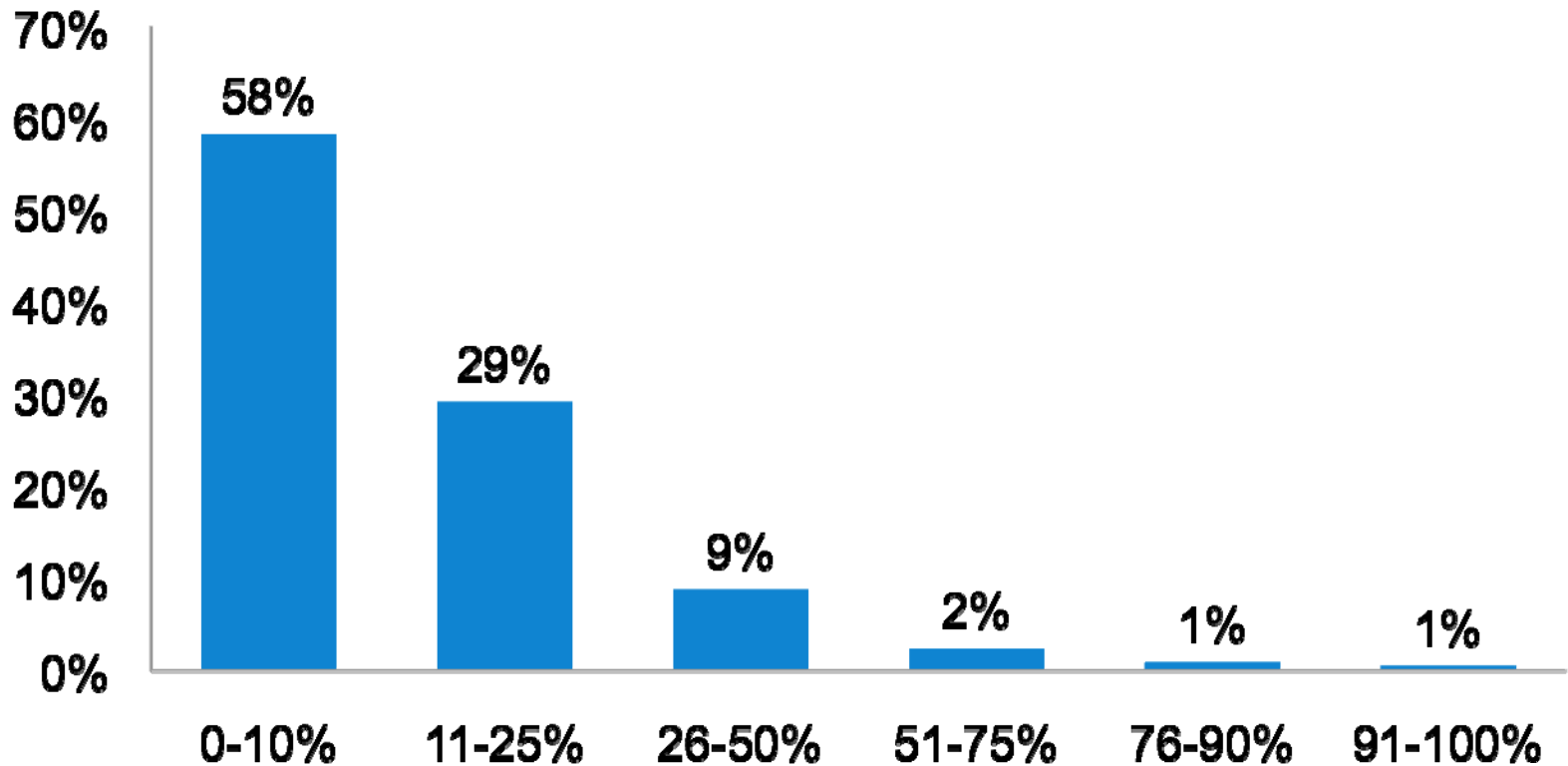
I own it  Not interested x|★★★★★ Rate it  
 Recommended because you purchased **Food Politics** and more ([Fix this](#))

2. **A Crowd of One: The Future of Individual Identity**  
 by John Henry Clippinger (April 9, 2007)  
 Average Customer Review: ★★★★★ (5)  
 Available from [these sellers](#).  
 12 used & new from \$6.38

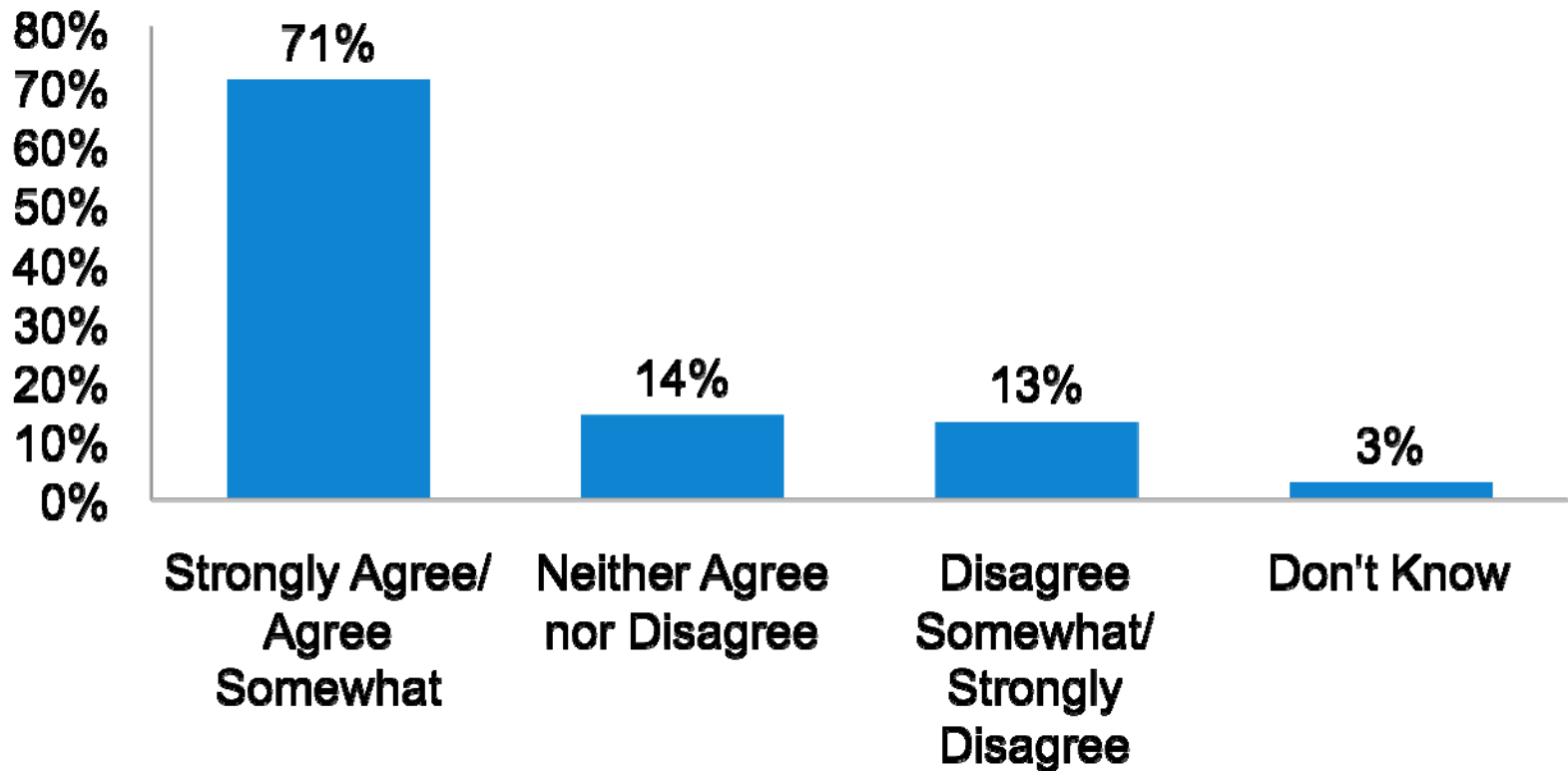
Not interested x|★★★★★ Rate it  
 Recommended because you purchased **The Future of Reputation** and more ([Fix this](#))



What percentage of ads that you see while browsing online are relevant to your wants and needs?



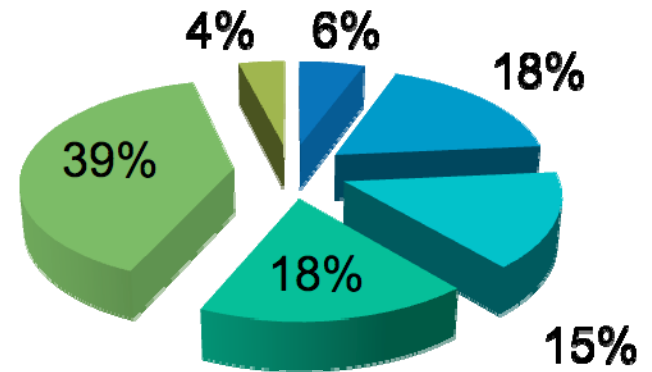
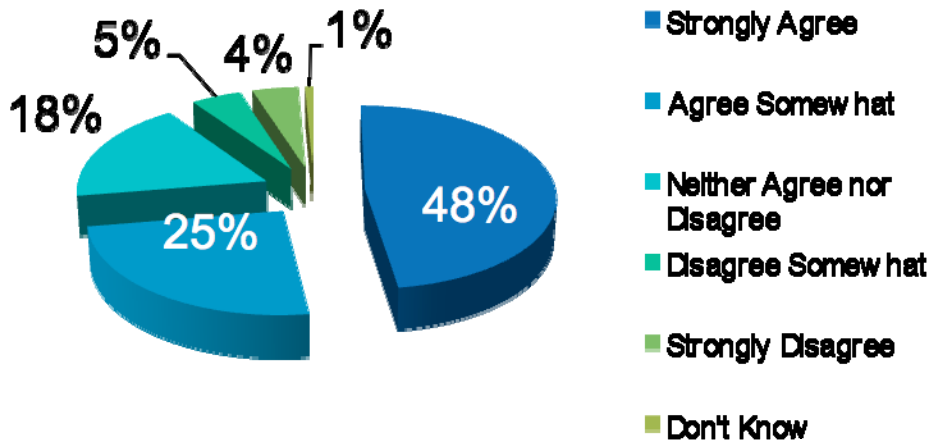
When I am online, I am aware that my browsing information may be collected by a third party for advertising purposes.



# The Disconnect: More Relevance, Less Tracking?

72% find online advertising intrusive and annoying when the products and services being advertised are **not relevant** to my wants and needs.

Only 24% comfortable with advertisers using my browsing history to serve me relevant ads, as long as that information cannot be tied to my name or any other personal information.



## Three Typical Consumer Points of View

- Hates Advertising, Period

“This is why I surf with Firefox using Adblock Plus, Flashblock, and No Script. I HATE HATE HATE ads! I don't care what you are selling, don't care how great it is, and I do NOT want your ad in my face.” (from Slashdot)

- Specter of Big Brother

“If it [Facebook] were an NSA-funded initiative to track evolving enthusiasms, it would be a stroke of diabolical genius.” (From Slate)

- Track Away

“I see it like this - I get content for free. Somebody has to pay those people to create, host and maintain that content. I know the ads are not going away. So long as the ads are there I prefer them to be relevant to my needs. So sure, track away.” (from Slashdot)

# Forward Perspective on Behavioral Advertising

- Consumer Education
  - all commercial beneficiaries should be accountable in providing education, notice and choice to consumers, where appropriate
- Sliding Scale Proactive Notice
  - sliding scale for notice and choice should be employed based on practices and privacy implications
- Accountability
  - Websites where tracking and targeting is initiated, collected or used, as well as ad networks serving behavioral advertising, should all participate in providing privacy information and options to consumers

# Sliding Scale for Notice and Choice

Type of Advertising	Definition	Obligation
Sensitive Personally Identifiable Information Advertising	The use of sensitive personally identifiable information for the purpose of behavioral advertising.	Opt-in consent
Personally Identifiable Advertising	The merger of information that, by itself, can be used to identify someone – such as name, e-mail address, physical address, or telephone number – with data collected through multi-site or behavioral advertising for the purpose of ad targeting.	Prospective use: Opt-out choice Retroactive use: Opt-in consent
Behavioral Advertising	The tracking of a consumer's activities online across multiple, unrelated sites – including the searches the consumer has conducted, the web pages visited, and the content viewed – by a third party in order to deliver advertising across multiple, unrelated sites targeted to the individual consumer's interests.	Opt-out choice
Multi-site Advertising	Online advertising across multiple, unrelated third-party sites.	Pass-through notice: make reasonable efforts to require website operators to link to a privacy notice on their home page
Online Advertising	The logging of page views or the collection of other information about an individual consumer or computer for the purpose of delivering ads or providing advertising-related services.	Link to privacy notice on home page; follow reasonable security and data retention obligations

Source: Microsoft Corporation



# Proactive Notice and Choice in Advertising

[My eBay](#) > [My Account](#) > [Preferences](#) > [Advertising Preferences](#)

## eBay AdChoice

We may use information we have about you to make sure that you see ads that are relevant to you as we can make them. We think these relevant AdChoice ads will improve your shopping experience. Any information we use for AdChoice follows the eBay [Privacy Policy](#).


We may work with other companies, like website operators and our ad network partners, to use your information with other website operators and our ad network partners. We may share information with you (like eBay search terms, demographics and categories of interests) but we don't share your personal information with any of these companies for identifying you.

You have choices about whether we use your information in targeted advertising. You can tell us how you want us to use your information with our ad network partners and you can tell us how you want us to use your information on our websites. Anywhere you see the advertising link, you can click on it to manage your AdChoice. If you opt out of AdChoice, you'll still see ads, they just won't be tailored to you.

Yes, please use my information to show me relevant ads on eBay.

Yes, please use my information to show me relevant ads on other websites.

[Cancel](#)



## AdChoice

We may use information we have about you to make sure that you see ads that are relevant to you on the eBay site or elsewhere, are as relevant to you as we can make them. We think these relevant AdChoice ads will improve your shopping experience. Any information we use for AdChoice follows the eBay [Privacy Policy](#).

Look for the "ADVERTISEMENT (about)" label on ads to learn more about how your information is used.

Yahoo! is our ad network partner for this ad. We may share information with you (like eBay search terms, demographics and categories of interests) but we don't share your personal information with any of these companies for identifying you. Yahoo! may also use your information about its own users to select which ads to display to you. You can tell Yahoo! about its own ad practices, including how to opt out.

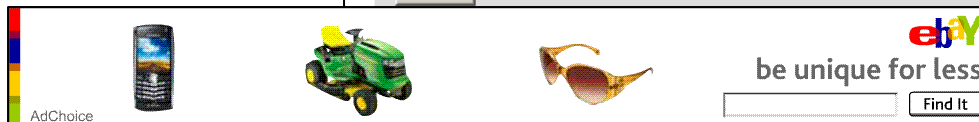
### AdChoice Preferences

If you're an eBay user, you can also manage your AdChoice preferences on your [My eBay](#) account.

Yes, please use my eBay information to show me relevant ads on eBay's ad network partners.

If you opt out of AdChoice, you'll still see ads on eBay, but we won't send you any information to Yahoo! to customize those ads. Due to Yahoo!'s current systems, information we've already sent may continue to influence the ads you see for up to three months. You can tell Yahoo! to immediately stop customizing your ads on eBay by using their [opt out](#).

ADVERTISEMENT ([about](#))



AdChoice

be unique for less

# Late Breaking Developments Google

Customized for San Francisco metro area, US. [More details](#)

The image shows a Google search interface for the query "kiss fm". The search results are customized for the San Francisco metro area. A box highlights the customization notice at the top of the search results page. Below the search bar, the results list several links related to KISS FM, including "KISS FM - LA's #1 Hit Music Station!". To the right, a "Search customization details" panel is open, showing the following information:

Search customization details: kiss fm	
When possible, Google will customize your search results based on location and/or recent search activity. Additionally, when you're signed in to your Google Account, you may see even more relevant, useful results based on your <a href="#">web history</a> .	
The following information was used to improve your search results for <b>kiss fm</b> :	
<b>Location</b>	Your approximate location has been identified as <b>San Francisco metro area US</b> . Based on your IP address: <span style="background-color: #ccc; padding: 2px;">192.168.1.1</span> <a href="#">What's this?</a> <a href="#">Use a different location</a>
<b>Recent Searches</b>	You or someone else recently searched for <b>r&amp;b radio</b> using this browser. <a href="#">Learn more</a>
<b>Web History</b>	One or more items in your web history were used to personalize your search results. <a href="#">Manage Web History</a> <a href="#">Remove Web History from my Google Account</a>
If you're curious, you can see what a search for <b>kiss fm</b> looks like <a href="#">without these improvements</a> .	
©2008 Google - <a href="#">Google Home</a> - <a href="#">Help</a> - <a href="#">Privacy Policy</a> - <a href="#">About Google</a>	

## Don't give visitors and customers any reason to worry about data collection and use practices.

- Go beyond the privacy statement
  - Matter-of-factly incorporate some disclosure of tracking and targeting as part of your product or service value proposition.
- Provide a “what is this” button to explain how your customization works.
  - Primary purpose on websites is not to read notices but to transact and build experiences
  - Opt-out rates are low but address the vocal minority
- Make sure your service providers, agencies, and others are following industry standards for privacy notice and disclosure.
  - Many of the serious complaints or issues TRUSTe encounters are privacy breaches by marketing vendors.