

THE CHECKLIST

for website owners, publishers & ad networks

iab.nz

your online choices
a guide to online behavioural advertising



In 2013 the advertising industry came together to provide both consumers and companies information and guidelines around Online Behavioural Advertising (OBA). For those companies engaged in OBA, we've created this easy checklist to help you get started and also for those already operating in this area; a reminder to continue with your best practice policies. www.youronlinechoices.co.nz provides further information.

1 OBA Notification Display



Do you have a clear and prominent notice on your website that tells people you are collecting OBA information?

E.g.

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This website collects and uses non-identifiable information to analyse site activity to improve the website. You have control over how this information is collected and used.

Don't show this again X

2 Data Collection - What & How



Does the notice describe the types of data collected and what you will use it for?

E.g.

Your Personal Information

This company uses cookies to discover general information about the pages on "xyz.co.nz" that you visit and it also processes IP addresses to collect other non-personally identifiable information in order to place you in a "market segment". This includes data about the country, city or region where you are located and your domain name (e.g. what ISP you use). It then places advertisements onto "xyz.co.nz" which it believes people in your market segment will find relevant.

3 Users Data Information Management



Do you provide users with information on how they can manage the data you collect?

E.g.

How can I manage the use of cookies on this website?

All browser technologies enable you to manage the cookies in the cookie folder of your web browser. This means that you can either delete cookies from your cookie folder once you have finished your visit at our site or you can set your preferences with regard to the use of cookies before you begin browsing our website.

Follow these links for help in managing your privacy in different browsers:

- Chrome
- Microsoft
- Firefox
- Apple

4 Data Security



Do you maintain appropriate physical, electronic, and administrative safeguards to protect the data collected and used for Online Behavioural Advertising purposes and keep the data only as long as necessary to fulfil a legitimate business need?

5 Safeguards



Do you take reasonable steps to ensure Personally Identifiable Information (PII) is not passed on to non-affiliates or third parties?

6 IABNZ OBA Guidelines



Show your customers you adhere to IABNZ OBA Guidelines and list your company here:

<http://www.youronlinechoices.co.nz/participating>