

Reason for redaction: protection of personal data in accordance with Regulation (EC) 45/2001.

(CNECT)

From: [redacted] (CNECT)
Sent: 15 November 2016 12:48
To: TIMMERS Paul (CNECT); [redacted] (CAB-OETTINGER)
Cc: [redacted] (CNECT); [redacted] (CNECT); [redacted] (CNECT)
Subject: minutes meeting EDAA [redacted] EACA [redacted]

Reason for redaction: outside the scope of the request.

Minutes meeting EDAA, [redacted] EACA, [redacted] and Paul Timmers and [redacted] 15-11.2016

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- The companies used the meeting to provide information on the OBA self-regulatory initiative, which was started by 10 associations from Brussels in 2011 (in cooperation with the Commission).
- The initiative is supposed to meet the challenge set by the Commission to address the concerns around OBA. It is based on 7 principles, of which *transparency* (by displaying an icon next to an ad on which a user can click for more information – being redirected to www.youronlinechoices.eu) and *user choice* are the most important. Through the website the by now 165 associated companies, coming from the whole value chain, want to inform users about OBA practices and the digital advertisement environment in general (including how it funds content) and enable them to opt-out (using a list of companies) of receiving personalised advertisement. The companies using the programme are taught how to provide transparency for consumers and learn about their concern.
- On the question of the Commission what happens to the collection of data if consumers opt-out, they explained that the opt-out is an opt-out to receiving personalised advertisement from a certain company. The opt-out does not address the collection of data. They state that data is usually collected for OBA so companies would not have an incentive to collect (however, this is not regulated by the initiative), except for measurement how many time users have seen an ad, if they clicked on it, using the geolocation to provide ads in a certain geographic area, measurement for paying and age groups.
- In answer to the question what their views are on the opinion of the Art. 29 WP that the ePD requires prior-consent and not an opt-out before placing cookies/tracking takes place and therefore, the initiative does not comply with the ePD, they stress that different interpretations of Article 5.3 ePD exist and that the initiative addresses the Commission's challenge to provide more transparency to users (it is not meant to comply with the ePD, but they are open to adapting the initiative in the future).
- [redacted]
- Information was given about the enforcement principle, which is in the hands of EASA, an independent authority. Certified companies can receive a trust seal if they comply. This seal can be withdrawn, although this has never happened.
- An awareness campaign has been rolled out in 13 MS, more will follow. The campaign includes the display of the icon as an ad to inform users about the functionality of this icon. The rate of people clicking on the ad to see what the icon is used for and is meant to represent is relatively high.
- Per month 2-3 million citizens visit www.youronlinechoices.eu. <10% of the visitors (unclear if this is 10% of people visiting the homepage or 10% of people actually visiting the list with companies – figures will be send) make changes in their choice.

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