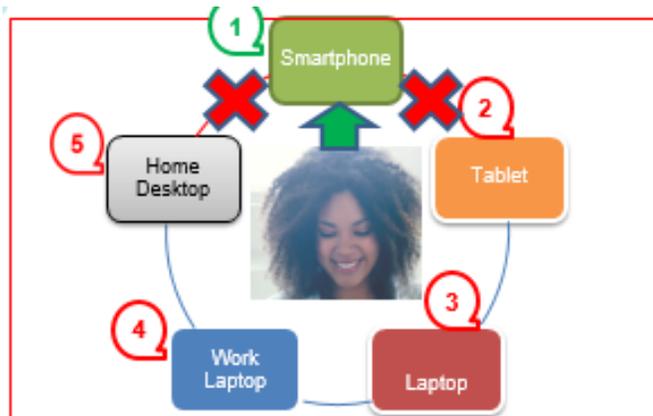


Managing Online Ads Linked Across Your Devices



EXAMPLE

1. A User Indicates an Interest-Based Ads Choice here....
2. Which Shuts off IBA Data Flow to and from that device here...
3. And here...
4. And here....
5. And here.

Do you use multiple devices like smartphones, tablets, and computers? Do you want to understand how ads you see are tailored across those devices? If the answer is yes, and you have questions about your choices regarding ads displayed on your devices – this fact sheet is for you!

It is important to first understand why you are seeing online ads in the first place.

Why I am seeing ads when I go online or view my phone?

Websites and mobile applications rely on advertising to support free or lower-cost services and content. Advertising provides revenue to allow these services and content to flourish and enhance the online experience for everyone. There are two main categories of online ads:

- **General ads:** Ads that are not tailored to information associated with your activity in specific browser or mobile applications (this is known as web viewing and application use data). For example, you might see a sports equipment ad on a sports news website.
- **Interest-based ads:** Ads served based on your web viewing and/or application use data. These ads will often have a blue AdChoices icon present in or near the ad. The AdChoices icon looks like this:



What is cross device linking?

Consumers rely on multiple devices and computers and have begun using newer technologies across their devices such as streaming video. Cross device linking creates an association between devices and browsers to provide a seamless experience no matter the device. This technology allows, for example, consumers to start watching a movie on a computer at home, and finish it on a tablet on the train. It also helps advertisers reach audiences by providing advertising that is relevant on those multiple devices. Platforms, publishers and ad tech companies capture user activity across connected devices to deliver such relevant advertising.

How do I know when cross device linking is happening?

Companies that use cross device linking to deliver advertising, per the Digital Advertising Alliance (“DAA”) industry self-regulatory Principles, must provide you with enhanced notice, usually by using the AdChoices icon (the blue icon pictured above). This icon links to disclosures that lets consumers know that a particular device may be associated with other devices for advertising purposes, meaning if you are viewing on one device, you may start seeing related ads on another device. If you do not see this icon or a similar enhanced notice mechanism for cross device ads, this may be a compliance issue to [report to the DMA](#).

How can I control advertising across my devices?

Companies use various tools, including the DAA’s Choice Tools, which allow consumers to control and manage their online advertising experience. When someone exercises this choice on a particular device, this preference applies specifically to the device or browser where the choice is made. This means that the data collected on that device will not be used on other devices or browsers to deliver ads. Also, data collected on other devices will not be used on this device or browser.

The DAA offers these choice tools [here](http://www.youradchoices.com/control) (www.youradchoices.com/control) for browsers and for mobile devices. These tools will not eliminate all online ads, and you will still receive general online ads which may be less relevant to your interests. Your devices may also still be associated with each other for various non-advertising uses, like fraud prevention.

For questions or concerns regarding cross device linking, please contact us at:

Attention: Cross Device and Online Ad Compliance: Data & Marketing Association
225 Reinekers Lane, Suite 325, Alexandria, VA 22314, or via email to ethics@thedma.org

To file a complaint, go to <https://thedma.org/accountability/file-complaint-managing-online-ads-linked-across-devices/>.