Summary

The Digital Advertising Accountability Program has exercised its discretion to close a review into a third-party Ad Tech Company.

The opt-out practices of a third-party Ad Tech Company came to our Program’s attention because of a consumer complaint alleging that web users were unable to effectively opt out from the company’s IBA collection even after using the industry-developed opt-out tool provided by the DAA.1 However, a review of the company’s opt-out practices revealed that the Ad Tech Company was independently working to remediate these opt-out issues. Subsequent testing by our program revealed that the company’s opt-out cookies remain across browsing sessions, providing internet users the choice to effectively opt-out of IBA collection.

Disposition

Administratively closed.

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