

## **EDAA-TRUSTe Consumer Research wins IAB Europe Research Award**

### **PRESS RELEASE**

**Brussels, 31 May 2017** – EDAA-TRUSTe Research mapping consumer attitudes and awareness of the European Self-Regulatory Programme for Online Behavioural Advertising (OBA), wins the IAB Europe Research Awards for the ‘Best Use of Research Budget’ category. This reflects that the joint industry effort in the Self-Regulatory Programme on OBA is making a real contribution to the development of the digital advertising industry and supports the strong value that the Programme provides to consumers, business and regulators alike. The European Advertising Consumer Research Index 2016 was carried out across 15 European countries and was conducted by Ipsos MORI, on behalf of the EDAA and TRUSTe from 04 – 20 November 2016 with more than 15,000 participants.

*‘The research demonstrates, year on year, improvements in consumer recognition, understanding and favourability towards the tools provided by the EDAA to enhance choice and control over online, interest-based advertising in Europe, helping to build trust between consumers and the ad industry’* says Mathilde Fiquet, Vice-Chair at EDAA


The winners were announced on 23 May at the gala dinner held as part of IAB Europe’s Interact conference in Amsterdam. Dave Deasy, SVP Marketing TRUSTe said, *“we are excited to win the award and enjoyed working with EDAA on the research. The research demonstrates the Self-Regulatory Programme on OBA is providing consumers the level of privacy transparency and control they need and TRUSTe looks forward to continue providing technology and tools to support the Programme.”* The IAB Research Awards are now in their seventh year and represent industry recognition for innovative research projects and the contribution they have made to the development of the digital advertising industry.

Read more about the research report [here](#).

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## **ABOUT EDAA**

The **European Interactive Digital Advertising Alliance (EDAA)** is responsible for providing businesses with the means to achieving aspects of best practice in online behavioural advertising, for the benefit of European business and consumers. The EDAA licenses the OBA Icon,  to businesses. It is displayed in or around the ads on desktop and mobile – a clear sign to internet users that ads are being delivered using OBA. Not only that, the icon also links through to the [www.youronlinechoices.eu](http://www.youronlinechoices.eu), where internet users can learn more about OBA, what it helps fund (ads are the main source of funding for most websites and social networks)<sup>i</sup> and how they can exercise control over the collection and use of their data for OBA. Internet users can also actively choose whether to receive OBA from the list of companies on the platform, with a simple click of a button. For information on EDAA's objectives, operations, participating companies and governing bodies, please visit: [www.edaa.eu](http://www.edaa.eu)

## **ABOUT TRUSTe**

TRUSTe powers privacy compliance and risk management with integrated technology, consulting and certification solutions – addressing all phases of privacy program management. The foundation for these solutions is our SaaS-based Data Privacy Management Platform which provides powerful, easy to use tools – and is backed by over five years of large scale operating experience across dozens of industries and client use cases. The platform, along with our services, leverage deep privacy expertise and proven methodologies which we have continuously enhanced through tens of thousands of client projects over the past two decades. Headquartered in San Francisco, and with offices around the globe, we help over 1,000 clients worldwide demonstrate compliance, minimize risk, and build trust. Please visit: [www.truste.com](http://www.truste.com)

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