

BBB NATIONAL PROGRAMS, INC.

DIGITAL ADVERTISING ACCOUNTABILITY PROGRAM

ADMINISTRATIVE CLOSURE

Case Number 109-2019

DATE: December 3, 2019

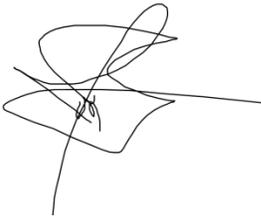
IN RE: AD TECH PROVIDER WITH WEBSITE

Summary:

The Digital Advertising Accountability Program has exercised its discretion to close a review into a company that is both a website publisher¹ and a third-party² ad tech provider in order to reallocate staff resources to higher-priority matters.³ The Accountability Program may reopen this review at any time.

DISPOSITION:

Administratively closed.



Jon M. Brescia

¹ The DAA Principles assign responsibilities to entities based on the role these entities are playing in a particular situation. Thus, an entity can be a first party, third party or service provider depending on the function it is performing. *OBA Principles* Definition F at 10 (“A First Party is the entity that is the owner of the Web site or has Control over the Web site with which the consumer interacts and its Affiliates.”). *See also Mobile Guidance* Definition G at 7.

² In the original OBA Principles, the term “third party” refers to entities that collect data for IBA through non-affiliate websites, *OBA Principles* Definition J at 11 (“An entity is a Third Party to the extent that it engages in Online Behavioral Advertising on a non-Affiliate’s Web site.”).

³ Accountability Program, *Accountability Program Procedures* (Aug. 2011), <https://www.ascreviews.org/wp-content/uploads/2012/04/OBA-Procedures2.pdf> § 4.C.1. at 6 (“The Accountability Program shall have sole and exclusive authority and discretion to select, accept or reject matters with respect to which it will conduct reviews based upon criteria that include, but are not limited to, the following: the number of consumers potentially affected by the alleged violation of the Principles, the significance of the issues being raised, the availability of evidence, staff resources of the Accountability Program, and the need to resolve pending matters expeditiously.”).

Vice President, Digital Advertising
Digital Advertising Accountability Program