



## Release of *AdChoices Accountability Program: 2017 Compliance Report*

On March 7, 2018, Ad Standards released its annual compliance report under the AdChoices Accountability Program. The report highlights progress made by companies committed to the Digital Advertising Alliance of Canada (DAAC) Self-Regulatory Principles for Online Behavioural Advertising (DAAC Principles). The DAAC Principles call for participating companies (Participants) to notify consumers about online interest-based advertising (IBA) and provide consumers with the ability to opt out of this type of advertising. Ad Standards' primary focus is to help ensure Participants are providing consumers with transparency and control mechanisms for IBA.

The *AdChoices Accountability Program: 2017 Compliance Report* details DAAC Program growth, notably the increasing rates of compliance with the DAAC AdChoices Program (Program) requirements by the overwhelming majority of Participants and the expansion of the Accountability Program to include monitoring Participants for compliance with the *DAAC Application of the Self-Regulatory Principles to the Mobile Environment*, beginning in 2018.

### Report Highlights

- **At year-end, 83 companies had committed to the Program.** Participants include leading ad networks, ad exchanges, and other advertising technology companies, as well as major publishers and brand advertisers. This report includes findings related to the 76 companies reviewed to date.
- **72 of 76 Participants either provide or are in the process of providing consumers with the notice and choice mechanism mandated by the Program on their websites.** The notice and choice mechanism ensures consumers have knowledge of, and control over, interest-based advertising (IBA) on Participant websites.
- Ad Standards tested the consumer experience with IBA on 30 websites popular with Canadians.
  - **The AdChoices icon appeared on all interest-based advertisements found on the sampled websites.**
  - **When the DAAC opt-out tool ([youradchoices.ca/choices](http://youradchoices.ca/choices)) was used, no interest-based advertising was found on any of the 30 websites tested.**
- **Participant websites provided consumers with notice about interest-based advertising and the ability to opt out of receiving interest-based advertising far more frequently than did a sample of 30 popular English and French websites owned by non-participating companies.** Notably, no company in the sample of non-participating companies provided a prominent notice before or at the time of data collection or use for interest-based advertising purposes.

To learn more, read the [media release and full report](#).

## Updated *Guidelines for Consumer Advertising of Health Products*

On January 2, 2018, Ad Standards Clearance Services began reviewing and issuing approval numbers for medical device advertisements that comply with the new *Guidelines for Consumer Advertising of Health Products (for Nonprescription Drugs, Natural Health*



**Ad Standards on Twitter**

Follow us in English [@AdStandardsCan](#)

Follow us in French [@NormesCanPub](#)

## Mark Your Calendars

### Ad Standards Events

#### Children's Advertising Clearance Workshop

**Thursday, April 26, 2018 - Toronto**

8:30 to 10:30 a.m.,

Continental Breakfast available.

St. Paul's Bloor Street, Great Hall

227 Bloor Street East,

Toronto, ON

[Learn more](#)

#### Introduction to the *Canadian Code of Advertising Standards and Consumer Complaints Procedure*

**Tuesday, May 15, 2018 - Toronto**

8:45 to 10:00 a.m.,

Continental Breakfast available.

Ad Standards – Toronto Office

175 Bloor Street East

South Tower, Suite 1801

Toronto, ON, M4W 3R8

### Other Advertising Industry Events

#### AToMiCon 2018

**Wednesday, March 28, 2018 - Toronto**

Arcadian Court

401 Bay St., 8th Floor,

Toronto, ON

[Learn more](#)



*Products, Vaccines and Medical Devices*). Effective July 1, 2018, Telecaster Services of thinktv will require approval numbers for any new broadcast commercials. Previously aired commercials can continue to air until December 31, 2018, without requiring preclearance.

The updated *Guidelines*, developed by Ad Standards Clearance Services in consultation with Health Canada and industry, are intended to help advertisers create advertising messages that meet all the relevant provisions of the *Food and Drugs Act and Regulations*, the *Natural Health Products Regulations*, the *Medical Devices Regulations* and other related Health Canada Policies and Guidelines. They replace the *2006 Consumer Advertising Guidelines for Marketed Health Products (for Nonprescription Drugs including Natural Health Products)*.



## 2017 Consumer Complaints Are Now Online

Ad Standards has recently published the Consumer Complaints Case Summaries through to the end of 2017. Watch for the *Annual Ad Complaints Report – 2017 Year in Review*, coming soon in 2018, on [adstandards.ca](http://adstandards.ca).

## Ad Standards Influencer Marketing Steering Committee

Together with industry leaders, Ad Standards' Influencer Marketing Committee is currently developing Influencer Disclosure Guidelines. These Guidelines are intended to encourage consistent and effective disclosure practices by online influencers, media organizations, brands, and agencies, and ensure that consumers are made aware of material connections between these groups. The Influencer Disclosure Guidelines will be launched at [AToMiCon 2018](#), happening March 28 in Toronto. Ad Standards is proud sponsor of this event and can offer significant savings on regular registration fees to our members. Learn more: [adstandards.ca/events](http://adstandards.ca/events).



## Clearance Services Reviewed Logo

Consumer research conducted on behalf of Ad Standards in 2017 found that 73 percent of people surveyed would have increased trust in an online advertisement if they knew it had been reviewed by Ad Standards Clearance Services. For advertisers wishing to show their commitment to truth in advertising, we're happy to offer our new Clearance Services Reviewed Logo — available in English or in French, in four-colour or in black and white — for ads that Ad Standards Clearance Services has determined to be compliant with pertinent laws and/or regulations.



## New Ad Standards Member Logo

We encourage Ad Standards members to use our specially designed Membership Logo in their communications materials. Using this logo is an easy way to enhance consumer trust in your ads, as our [2017 Consumer Research](#) indicated that a majority of Canadians (85%) are more likely to trust advertisements from Ad Standards members. If you have any questions or would like to receive the logo files, please contact [randy.sageman@adstandards.ca](mailto:randy.sageman@adstandards.ca), Director, Member Relations at [randy.sageman@adstandards.ca](mailto:randy.sageman@adstandards.ca) or 416 961-6311 x 241.

## Welcome to New Ad Standards Members and Official Representatives



### A&W Food Services of Canada Inc.

Official Representative: Tom Newitt, Senior Director Brand Communications



### Ad Club of Toronto

Official Representative: Chris Ramey, Director of Partnerships

The Ad Club is a not-for-profit organization whose mandate is to raise and distribute charitable funds by organizing advertising industry events and create social and business networking opportunities for ad industry colleagues.



### Brian Gray Law

Official Representative: Brian W. Gray, Solicitor

Formerly a senior partner at Norton Rose Fulbright Canada, Brian has almost 40 years of experience in all aspects of intellectual property, technology and media matters.



### Canadian Cattlemen's Association

Official Representative: Gina Teel, Communications Manager

The Canadian Cattlemen's Association is the national voice for Canada's beef cattle industry representing 60,000 beef farms and feedlots through every phase of the production system. The association was founded by producers and is led by a producer-elected board of directors from across Canada.



### Captivate

Official Representative: Mike Dougherty, Marketing Manager

Captivate Network is a digital media company with more than 12,000 lobby and elevator media screens in 1,800 premier office towers across North America. Founded in 1997, Captivate is owned by Generation Partners and Gannett.



### Factors Group of Companies Inc.

Official Representative: Bob Wilson, Senior Director, Media



### Food Bloggers of Canada

Official Representative: Ethan Adeland, Managing Director, Partnerships & Marketing and Melissa Hartfiel, Co-Founder and Managing Editor

FBC was founded in 2011 as a way for Canadian food bloggers to connect, network and find resources to expand their blogging knowledge. Since then, FBC has grown to over 2,000 members, host an annual national food blogging conference, work with companies to create engaging content while supporting and promoting the incredible talent within the Canadian food blogging industry.



### Kin Community

Official Representative: Rick Matthews, Managing Director

Kin Community is a global digital media company that produce original and branded video lifestyle content focused on food, home and DIY. Kin also works with a network of more than 120 lifestyle content creators across social platforms. In Canada, the company has a sales partnership with Corus Entertainment and the two companies create brand campaigns that span both digital and broadcast.



### Metrolinx

Official Representative: Anita Sultmanis, Chief Customer and Marketing Officer

Metrolinx, an agency of the Government of Ontario, was created to improve the coordination and integration of all modes of transportation in the Greater Toronto and Hamilton Area.



### National Public Relations

Official Representative: Brian Langerfield, Senior Vice President/Executive Creative Director



### Reid's Distillery

Official Representative: Graham Reid, Vice President – Operations

This urban gin distillery, located right in the heart of Toronto, has just launched.



### Studio Le Slingshot

Official Representative: Gabrielle Madé, Directrice

Created in 2015, Le Slingshot is a division of Attraction Images, an entertainment production company in Canada and now represents over thirty YouTubers and content creators in many areas of activity (fashion/beauty, gaming, travel, lifestyle, vlog, magic, etc.)



### The Influence Agency

Official Representative: Noah Parker, Partner and Director of Strategy

Located in Toronto, The Influence Agency is boutique influencer marketing agency that executes large scale marketing programs for brands.

**Veritas Communications**

Official Representative: Camille Kennedy, VP Growth & Innovation

Veritas walks the line between public relations and marketing to inspire positive word-of-mouth and drive brand preference. Incorporated in 1993, they are a full-service, bilingual communications agency across a wide variety of industries.

**Wow Wee Group Ltd.**

Official Representative: Andrew Yanofsky, Brand Manager

Wow Wee is a leading designer, developer, marketer and distributor of innovative hi-tech consumer robotic and entertainment products.

**Welcome New Official Representatives of Ad Standards Members**

An Ad Standards Official Representative (OR) is the person designated by an Ad Standards member company as the company's principal liaison to Ad Standards. To see the list of new ORs, [click here](#).

**Membership Renewal 2018**

Ad Standards would like to send out a big "thank you" to all of our members who have already renewed their 2018 membership to support responsible and effective advertising self-regulation. We look forward to working with you again in 2018. If you have any questions about membership renewal, please contact Randy Sageman, Director, Member Relations, at [randy.sageman@adstandards.ca](mailto:randy.sageman@adstandards.ca).

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Ad Standards is Canada's national, independent, not-for-profit advertising self-regulatory body. We are committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising through responsible industry self-regulation. Ad Standards administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers' complaints about advertising. Ad Standards Clearance Services reviews creative and offers consultative services in five categories, to help ensure advertising complies with relevant regulations.