

# Digital Content Next

Government Affairs Update  
April 2, 2015

# Agenda

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- Congress
- Net Neutrality
- DAA AppChoices

# Congress

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# Consumer Privacy Bill of Rights

## Transparency

- “concise and easily understandable language

## Context

- Data collected in one context should not be used in another context w/o providing transparency or consumer controls

## Access and Control

- Consumers can request deletion/correction of any personal data

## Security

- Federal standard to preempt state laws

## Safe Harbors

### Data Security and Breach Notification Act

- Requires “reasonable” security of data
  - 30 day notice to consumers of breach
    - After discovery of breach and restoration of security
  - Preemption of state laws
  - No private rights of action
  - State AGs could bring suits
- 
- House Energy and Commerce Committee to take up bill within 2 weeks
  - Senate considering similar legislation

# Net Neutrality



### FCC Approves Net Neutrality

- Applies Title II to broadband – fixed and mobile
- No blocking, no throttling, no paid prioritization
- Interconnection agreements may be subject to review by FCC for “just and reasonable” standards
- Waived pricing regulation
- Did not waive privacy regulations
  - FCC to hold a “workshop” on 4/28
- DCN cited 4 times in FCC rule
  - Exempt content creators, protect speech
- Court battle could take 2-3 years

# Congress

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# Federal Rulemaking

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# Self Regulation

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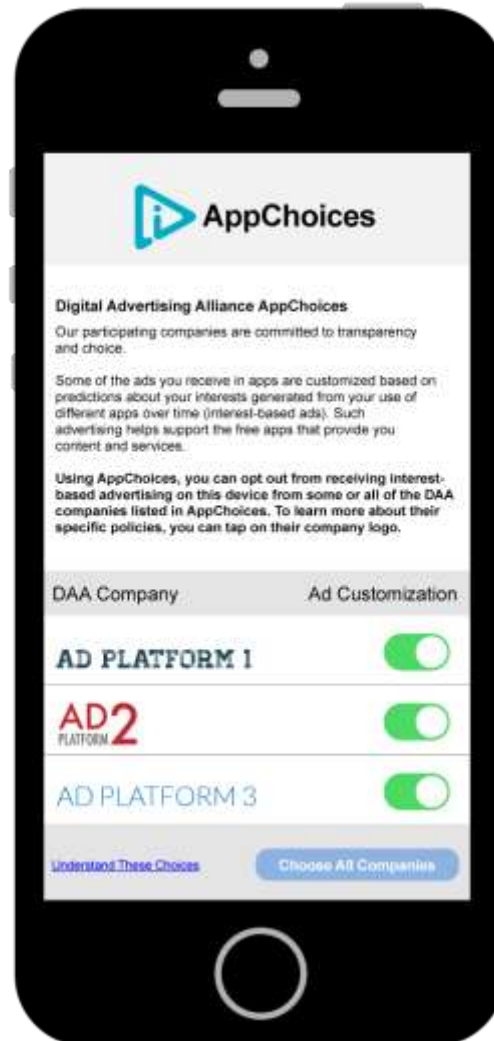


DAA released two new products on Feb 25

- App Choices and Mobile Web Opt Out
- Will allow consumers to opt out of targeted ads on mobile and on apps
- Implementation requirement delayed until mid-summer

# DAA AppChoices

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## DAA AppChoices

DAA Principles apply to interest-based advertising and other applicable uses of cross-app data collected over time and across different, unaffiliated apps. **Using this app, you can opt out from the collection of cross-app data on this device for interest-based advertising and other applicable uses, by some or all of the companies participating in AppChoices.**

Your request to opt out is complete for 18 of 18 participating companies in AppChoices.

To complete your request, you may need to reset your device's mobile operating system advertising ID. If you use your settings to reset this device's mobile operating system advertising ID, you will also need to reset the preferences you select in AppChoices.

If you would like to separately make choices for your default mobile Web browser (Chrome, Safari .e.g), please visit the DAA's [web choices page](#).

OK

Action X

bluecava  
CROSS-SCREEN STARTS HERE

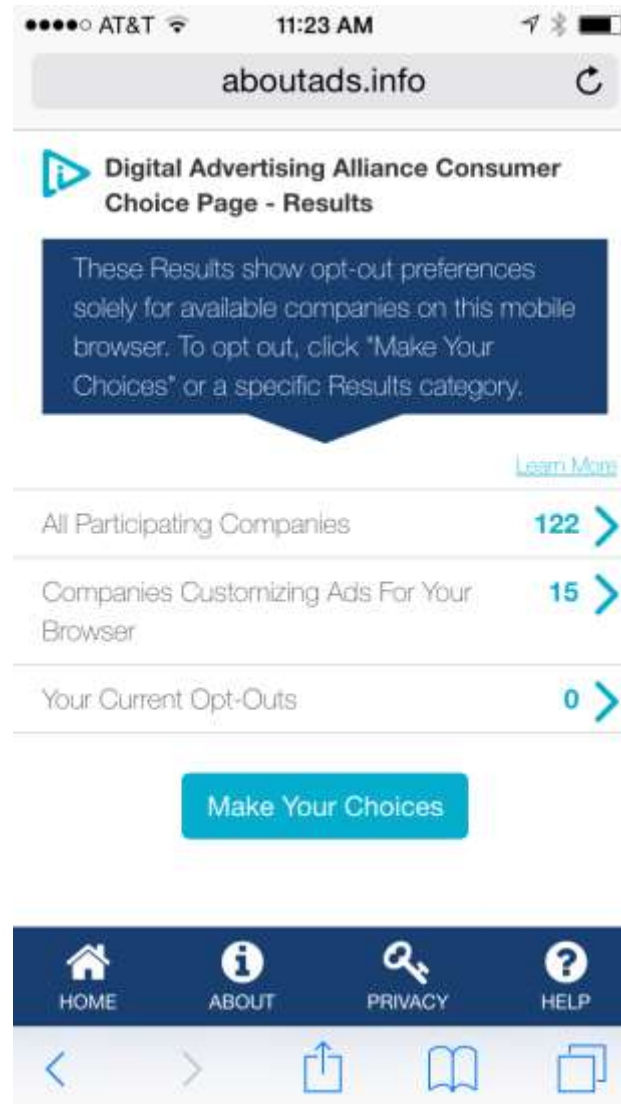
ORACLE | bluekai

# DAA New Mobile Web Opt Out Site

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# DAA New Mobile Web Opt Out Site






# DAA New Mobile Web Opt Out Site

AT&T 11:23 AM

aboutads.info

< Back to Results

 There are 15 participating companies reporting that they have enabled interest-based ads for this Web browser.

A - G | H - L | M - T | U - Z [Select All Listed](#)

<a href="#">Adara Media, Inc.</a>	<input type="checkbox"/>
<a href="#">Adobe Media Optimizer</a>	<input type="checkbox"/>
<a href="#">AdRoll</a>	<input type="checkbox"/>
<a href="#">AOL Advertising</a>	<input type="checkbox"/>
<a href="#">Atlas Solutions, LLC</a>	<input type="checkbox"/>

[Choose All Companies](#) [Submit Your Choices](#)

[Understand What These Choices Mean](#)

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