

Meeting report	Data protection practice and development
Date of meeting:	8 September 2008
Location:	IAB, Macklin Street, London
Attendees ICO:	Jonathan Holbrook, David J Evans, Laura Hennessy, Jonathan Langley and Lee Taylor
Other organisation:	Internet Advertising Bureau - Guy Phillipson and Nick Stringer Revenue Science – Jeremy Mason America Online – Camille De Stempell
Reason for meeting:	To discuss the role of the ABI and developments in online behavioural targeting
Contribution to GPD business plan:	Stakeholder engagement
KPI information	4x1.5 hour (not including travel)
Associated file number	n/a

Issues discussed / questions raised	Action
<ul style="list-style-type: none"> • GP gave an overview of the development and growth of online advertising in the UK. Online advertising revenue has been growing year on year since 2003. Around 58% of the online advertising revenue is 'paid for search' with companies paying to have their site displayed in response to certain keywords entered into search engines. • The IAB are the main umbrella group/trade association for online advertisers. DJE asked if there are other trade associations in this area. GP mentioned the association of online publishers and the internet advertising sales houses as the other main bodies. The sales houses are part of the IAB. • GP gave a history of the use of behavioural marketing where advertising is returned on the basis of a user's online behaviour. This is not new having begun in 2004/05 and is growing at a considerable rate. In 2007, 25% of online marketers in Western Europe used behavioural marketing. • NS explained his role as head of regulatory affairs and offered to visit the ICO to provide briefing for staff on online advertising. DJE welcomed the offer and asked them to bring someone who can explain the technical elements if possible. GP expressed a desire to have regular meetings with the ICO. • NS described the recent work on behavioural advertising. The IAB set up a behavioural targeting working group in 	<p>NS to liaise with LT about a training session for ICO staff</p>

May 2008 in light of the heightened media and consumer interest in the topic. The group is made of the key players in the area included the ISP, search engines and product suppliers such as Phorm and Nebuad. The purpose of the group is to look at the development of good practice principles and increasing information for consumers to increase confidence and help to dispel myths.

- NS presented the working group's early efforts at good practice principles. He was keen to stress that they were provided in confidence and asked for ICO input. The principles provide an overview of what behavioural targeting is and the self-regulatory nature of the guidance. The core principles are transparency, consent, notice, choice, exclusions on sensitive information being used. The principles also set out sections on compliance, complaints and reviews of compliance. DJE pointed out a problem with the definition on anonymisation, LT pointed out that it was not appropriate to highlight the ICO as the body to complain to about a breach of the code if the information is not personal data.
- DJE explained the difficulty of explaining how these services work in a meaningful way. CDS gave an overview of the AOL penguin campaign which is an effective explanation of how marketing works and offers users the opportunity to opt out at the end.
- NS presented their consumer information portal which will replace their 'all about cookies' website and be a source of information about all issues related to online marketing. It will also provide a 2 stage guide for opting out of the most common online targeted marketing with links to the blocking cookies. There was discussion about having a single click opt-out that loaded more than one cookie.
- LT explained that there had been discussion with OFCOM about a framework for industry codes on behavioural targeting and there was likely to be a meeting with industry at some point in the future to discuss it.
- DJE mentioned that the ICO was producing a code of practice on fair processing information which would be of interest to IAB members and that there would be a consultation.

LT/DJE to provide comments to NS