

November 2025

COOKIES & BEYOND

A Brand & Publisher Playbook



YourAdChoices 

Powered by
DIGITAL ADVERTISING ALLIANCE

- Introduction
- AdChoices: A Trust Dividend
- A Step-by-Step Action Plan
- Data & Tech Partner Management
- Brand & Publisher Resources

Introduction

As the marketplace evolves, marketers are looking to a future which will complement the use of third-party cookies with other technologies as identifiers for interest-based advertising. The Digital Advertising Alliance's AdChoices Principles and AdChoices program—which apply to any technology—are helping the advertising ecosystem through this transition.

The AdChoices icon is recognized and trusted by the vast majority of online consumers as the gateway for information and choices around interest-based advertising. While laws and marketing technology may change in the market, it is vital to convey consumer privacy information and control through familiar interfaces and industry tools that answer two evergreen consumer questions:

- “Why did I get this ad?”
- “What can I do about it?”

Brands and publishers—as well as their agency and ad tech partners—can rely on the DAA Principles framework to continue to advance responsible data collection and use in an era of so much change. In this guide, we lay out a “Cookies & Beyond” approach. This approach is compatible with nearly every state privacy law and builds on a globally-recognized symbol and program that is familiar to consumers and advertisers. Importantly, they drive ethical and privacy best practices to protect and facilitate both advertising innovation and consumer trust.



AdChoices A Trust Dividend

The 2024 DAA Icon Consumer Awareness Survey

85%

say AdChoices is easy to understand

.....

79%

recognize the AdChoices icon

.....

78%

say AdChoices is useful

.....

72%

say AdChoices increases trust in advertisers who use it

AdChoices Provides Transparency & Control for All Identifiers

Only the DAA AdChoices program offers consumers a one-stop destination for choice for all the most commonly used identifiers in the ad marketplace today. As brands and publishers adopt multiple identifiers in a portfolio approach to identity, this single-stop DAA resource will provide transparency and control to consumers and confidence to advertisers seeking to help answer consumers' questions about digital advertising.

DAA Principles Support a Co-Regulated Marketplace

To date, no state or federal privacy law has conflicted with the consumer expectations and ethical requirements represented within DAA Principles. In fact, some of them align with AdChoices. Thus, many brands have adopted a dual track for transparency, enhanced notice and choice in privacy policies, footer notices, app settings and ads themselves—one for AdChoices, using the icon consumers recognize and understand, and one (or more) for various government mandates on their sites. AdChoices answers consumer questions specifically about advertising.

DAA Privacy Tools are Tech-Agnostic

The DAA Principles have a long history of helping advertisers talk to consumers in real time about responsible data use regardless of the technology being used to tailor ads. As the market adapts and adopts new technology, the AdChoices program continues to provide solutions for consumer questions about advertising, while also increasing trust for companies who have certified their practices under the AdChoices program.

The DAA offers transparency and control for third-party cookies, hashed email tokens, hashed phone tokens, browser and IP-based tailoring, and category-based preferences.



THE ENDURING POWER OF THE ADCHOICES ICON

In the 2024 DAA AdChoices Icon Survey, eight in ten consumers recognize the AdChoices icon. More than half understand its role as a portal for privacy information. Consumers have come to view the icon as a privacy "trust" mark, which is extended to the brands and publishers that use it. This is the equity that is built through a brand's commitment to high privacy rules of the road through self-regulation.

The icon has been served globally at a rate of more than one trillion times per month and there are more than 100 million links to DAA's websites across the Internet.

The DAA global framework now incorporates 37 nations and 28 languages with English and Spanish support in the United States. All of that is backed by independent enforcement entities to ensure marketplace adoption and adherence.

A Step-by-Step Action Plan

1 Use the AdChoices Icon

The continued use of the AdChoices icon in digital ads, on website footers, and in app settings still represents the most visible and recognizable element for consumer associated goodwill related to data collection and use for tailored ads. The AdChoices program and the choices it provides answers the questions such as “Why this ad?” and “What can I do about it?” Consumers report that they trust the brands that use the icon more, whether in display, in-app, connected TV, or other emerging media.

2 Link to AboutIdentifiers.org

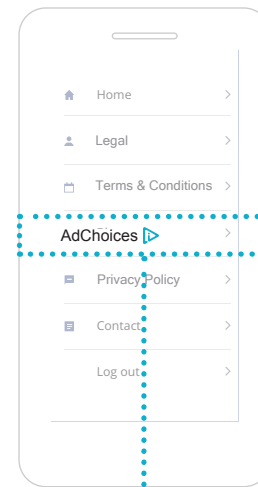
Many brands and publishers disclose and explain their use of identifiers, most often cookies, in their privacy notices. It's time to update such language. Make sure you're describing current and new identifiers being used in the market and direct consumers to AboutIdentifiers.org for more information. This website helps advertisers explain existing and new identifiers to their audiences in straight-forward language in English and Spanish. We encourage you to link to it from your and your partners'/ clients' privacy policies, ads, and apps.

3 Provide Dual-Track Notices

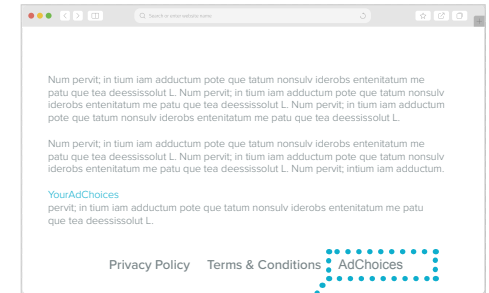
Consider presenting a dual-track notice and choice privacy communication flow to differentiate between single-state legal mandates and multi-state and ethical compliance regarding targeted advertising.

4 Update Privacy Policies

Review your brand's privacy communications—policies, notices, disclosures—to update link(s) to consumer choice tools for both today's and tomorrow's technologies. You can link to all of our U.S. control tools in English and Spanish at YourAdChoices.com/control.



APP SETTINGS



PRIVACY POLICY
& WEBSITE FOOTER



DIGITAL ADS



CONNECTED TV

Data & Tech Partner Management

- Talk with your partners about the new tools that the DAA has launched to manage technology and regulatory changes.

WebChoices 2.0 is a tool that allows consumers to set choice signals and preferences for cookies and emerging ID technologies at the browser level.

YourAdChoices Preferences Tool is the next innovation of our Token Opt-Out/Revocation tool to give consumers additional granular control and align to government regulators' growing calls for greater transparency and control by allowing consumers to customize their advertising categories regardless of the targeting technology in use.

- Keep track of marketplace developments that can have an impact on brands, AdChoices, and DAA Principles adherence.

Keep apprised of DAA Connected Device guidance, which covers streaming digital ads via connected devices. Streaming digital ads via connected devices—such as podcasts, audio and video streaming content, smart appliances in the home and at work—have exploded. In 2023, DAA announced best practices for extending responsible data collection notice and controls for interest-based advertising on such platforms. In 2024, we published a creative ad specification on implementation of these best practices in the connected TV environment.

“FTC staff commends these self-regulatory efforts to improve transparency and choice in the cross-device tracking space.” —

Federal Trade Commission Cross-Device Tracking: A Staff Report



- Make sure that your identity providers meet the high privacy standards adopted by the industry for new identifiers.

Identity providers now have a way of showing their products are independently validated to meet class-leading privacy in compliance with DAA Principles. For example, our Addressable Media Identifier (AMI) privacy protocol can help reduce internal vetting and potentially mitigate risk associated with new identifiers.

Resources for Brands & Publishers

DigitalAdvertisingAlliance.org/Resources

[Association of National Advertisers \(ANA\)
Brand Presentation](#)

[Guidelines for Use of AdChoices Icon on
Connected TV \(CTV\)](#)

[DAA Addressable Media Identifier Resources](#)

[Digital Advertising Alliance Releases Best
Practices Around Privacy for Billions of IoT
Connected Devices](#)

[2024 DAA AdChoices Icon Consumer Survey](#)

DigitalAdvertisingAlliance.org/Blog

[Advertising Powers America: How Responsible Digital Ads Create Jobs, Drive the Economy, and
Build Consumer Trust](#)

[DAA Introduces Streamlined 2024 Process for Ad Industry to Adopt and Implement AdChoices'
Next-Gen 'Cookies and Beyond' Tools](#)

["AdChoices' Makes it Easier to Tell Your Brand's Privacy Story Through the Power of One Icon](#)

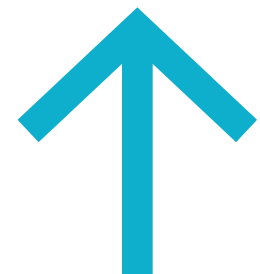
“

These [DAA] guidelines are a direct response to the call by the FTC. I commend the coalition's efforts to bring together many diverse industry players to address privacy.

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— Jon Liebowitz, Former Chairman of the Federal Trade Commission's Bureau of Consumer Protection

**MORE DAA
RESOURCES**





ABOUT THE DIGITAL ADVERTISING ALLIANCE

The Digital Advertising Alliance (DAA) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising, while giving consumers information and control over the types of digital advertising they receive. The DAA runs the AdChoices, mobile AppChoices, About Identifiers, and About PoliticalAds programs. Underlying the DAA's efforts are the DAA Self-Regulatory Principles, including updates to address changing technologies and business models around multi-site, mobile, cross-device and connected device data. Compliance with the DAA Principles is independently enforced for all companies in digital advertising by BBB National Programs and the Association of National Advertisers (ANA) Center for Ethical Marketing. The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4As, American Advertising Federation (AAF), Association of National Advertisers (ANA), Interactive Advertising Bureau (IAB), and Network Advertising Initiative (NAI), with the advice of BBB National Programs.

Founding Associations

