

June 2025

During the last 15 years, the Digital Advertising Alliance (DAA) built our industry's recognized and trusted gateway for choices around interest-based advertising by answering two simple questions: "Why did I get this ad?" and "What can I do about it?"

The DAA's current suite of consumer tools - WebChoices, AppChoices, Protect My Choices, and YourAdChoices – put consumers in control across all of their browsers and devices, using an opt-out approach that aligns with current privacy law in all but one US state. Equally important, those DAA choices tools have been validated by top regulators and policymakers for providing consumers with responsible and accessible privacy choices – sentiments we heard again at our most recent DAA Summit.

As you know, under the DAA's Self-Regulatory Principles, all companies engaged in data collection for interest-based advertising must provide consumers with notice about their data collection practices and offer a mechanism for consumers to opt out, an important cross-industry obligation that can be fulfilled through use of the DAA's choice tools.

As advertising technologies and business models have evolved, so have the tools offered by the DAA, expanding from traditional third-party cookies to include mobile ad IDs, hashed emails, hashed phone numbers, IP-based targeting, and probabilistic methodologies. The DAA's ongoing investment in those new technologies has ensured that consumer control remains robust, the DAA's self-regulatory framework stays current, and businesses can depend on a responsible always-on system for consumer choice.

The new WebChoices 2.0 will go live online this summer, and it includes a Protect My Choices extension for leading browsers that will honor consumer choices across cookies and new technologies, so responsible companies can use the technology that best fits their business objectives.

For the first time in nearly a decade, following a multi-year investment in these vital choice mechanisms, we are adjusting our annual pricing for businesses that participate in one, some, or all of our tools.

Effective July 1, 2025, participant fees will be adjusted as follows for the 2026 cycle:

- The annual participation fee in DAA's WebChoices 2.0 will be \$20,000.
- The annual participation fee for DAA's AppChoices will be \$11,000.
- The annual participation fee for DAA's YourAdChoices Token ID Opt-Out/Revocation is also \$20,000. (The fee drops to \$0 for companies also participating in WebChoices 2.0 and \$8,000 for those companies participating in AppChoices.)
- The annual bundled price for WebChoices and AppChoices will be \$28,000 – and includes YourAdChoices at no additional charge.
- Participation in DAA choice tools also enables participation in Canadian and Latin American versions, on an elective basis, at no extra cost.

All other DAA pricing arrangements will remain the same in 2025, including the Political Ads platform and registry, Principles Committee participation, and AdChoices U.S. certification.

As a not-for-profit organization supported solely by participating company fees, DAA is undertaking this adjustment strictly to balance its investment and operating costs for our tools. We have developed and updated the tools to support your business goals with best-in-class privacy controls, while also maintaining our work on consumer education, business education, industry accountability, and data for good initiatives.

Thank you for your company's continued leadership around consumer protection, data stewardship, and support of responsible digital advertising.

Regards,



Lou Mastria, CEO, Digital Advertising Alliance