

5 PRINCIPLES

MANIFESTO IN FAVOR OF

DIGITAL ADVERTISING

@iaaitaly

SWIPE →



1 INNOVATION

The current regime of limited liability of the actors that intervene on the internet, and which is included in directive 31/2000 on certain legal aspects of information society services, in particular electronic commerce, has been fundamental to guarantee an innovative ecosystem at the continental level. Introducing heavy liability without careful analysis would lead to significant damage to the entire internet ecosystem.



2 TRANSPARENCY

Current regulatory proposals have introduced significant changes regarding transparency, giving more power to consumers.

Transparency has always been, and is, a fundamental element both in the relationship of companies with their users and in business to business relationships. Before introducing new measures, it would make sense to make a careful assessment of their impact. And it is that the transparency requirements should not limit the innovation capacity of companies or their freedom of business.

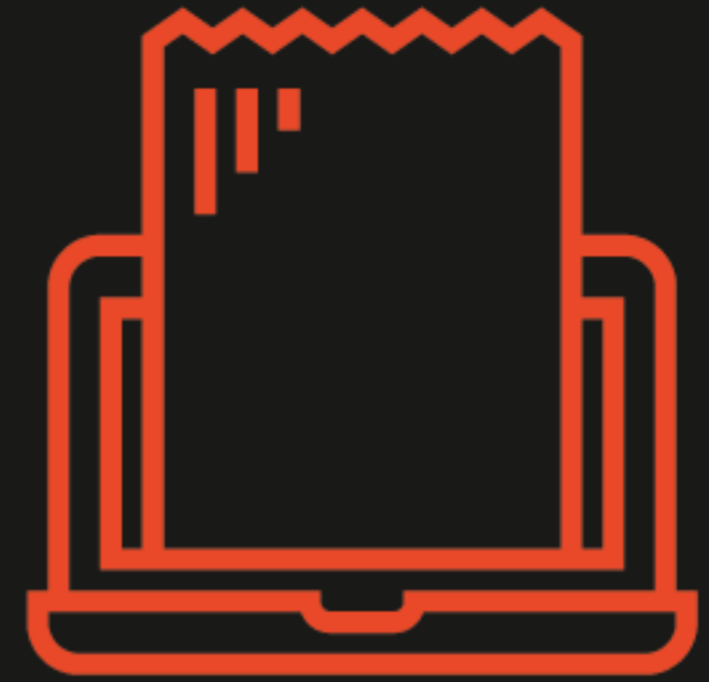


3

CONFIDENCE

for the consumer.

The GDPR, which has placed the user at the center, is today an international standard. This norm constitutes by itself a protection to the user being not necessary the elaboration of more laws that can imply a legal uncertainty. The advertising sector has also developed compliance measures for current regulations through its Transparency and Consent Framework, which comply with the RGPD and the e-Privacy regulations.



4 FREE

Targeted advertising helps people find what they are looking for, based largely on user searches. In addition, companies maximize the return on investment and allow users to take advantage of digital services for free or at very low cost. This is especially relevant for SMEs that have been able to continue developing their business thanks to its digitization and to connect with their customers online thanks to targeted advertising.



5

HARMONIZATION

with the current regulatory framework.

It is important to consider the balance between market interests and consumer protection. Data protection is already regulated in the RGPD. In addition to the RGPD, the ePrivacy regulation is currently being negotiated, which will also have a significant impact on advertising activity. Additional regulation should take this into account and should not create new uncertainty or an additional layer of complexity.

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