



# Privacy Rights Icon Creative Guidelines

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DIGITAL ADVERTISING ALLIANCE

 [YourAdChoices.com](https://YourAdChoices.com)  [AboutPoliticalAds.org](https://AboutPoliticalAds.org)  [PrivacyRights.info](https://PrivacyRights.info)

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# Introduction

The Digital Advertising Alliance’s (DAA) Privacy Rights icon and associated ad marker is the visual representation of a link presented to consumers that provides access to information about how to opt-out of personal information sale as required by the California Consumer Privacy Act (effective January 2020). Consistent and proper usage of the Privacy Rights icon and associated text will reinforce the application of consumer-friendly standards for transparency across the Internet.

To whom does this information apply?

All entities—publishers and third parties—that collect and sell personal information through a website or mobile app.

## Implementation for Publishers & Advertisers

If you “collect” and “sell” “personal information,” include a publisher choice mechanism that allows users to opt out of your sale of that data.


If any third-party business collects information through your digital property and sells that personal information, you should:


- State the fact that third parties collect personal information through your digital property for advertising and analytics purposes (See Suggested Notice for Publishers and Advertisers)
- Link to the DAA CCPA Opt-Out Tools— <https://www.privacyrights.info>
- Add a “flag” to your digital property to indicate the notice and opt out has been provided.\*

\* Publishers have a number of options for creating and exposing a programmatic signal communicating the presence of explicit notice on a site or app. It is expected that third party companies will look for these signals. DAA may provide additional guidance about this topic as technologies and protocols continue to develop in the market.

## Suggested Notice for Publishers & Advertisers\*

If you operate a website or application and a third-party business collects “personal information” through your digital property (website or app) and “sells” that personal information, you should:

- i. Include a link titled “CA Do Not Sell My Personal Information ” on your digital property that, when clicked, takes consumers to a disclosure that includes the information described below.
- ii. State the fact that third parties collect personal information through your digital property for advertising and analytics purposes, as well as the categories of PI that may be collected.
- iii. Provide a link to the DAA CCPA Opt Out Tools ([www.privacyrights.info](http://www.privacyrights.info) or [www.optout.privacyrights.info](http://www.optout.privacyrights.info)).

Note: Publishers could include a statement similar to the following in the notice that is linked from the “CA Do Not Sell My Personal Information ” link:

Other businesses collect information when you interact with our digital property, including IP addresses, digital identifiers, information about your web browsing and app usage, and how you interact with our properties and ads in order to provide you with relevant ads across the Internet and for other analytics purposes, and may sell that information to other businesses for advertising and other purposes. By visiting [www.privacyrights.info](http://www.privacyrights.info) or [optout.privacyrights.info](http://optout.privacyrights.info), you can opt out from sales of this type of personal information by businesses that participate in the opt out tool. To make opt-out requests related to mobile apps on your device for businesses participating in the DAA’s CCPA App-based Opt Out Tool, you can download the appropriate app at [www.youradchoices.com/appchoices](http://www.youradchoices.com/appchoices). \*\*

For more information on the DAA’s Self-Regulatory Guidance on California “Do Not Sell My Personal Information” requests for Publishers & Advertisers visit:

[Digital Advertising Alliance Do-Not-Sell Tool for Publishers and Third Parties.](#)

\*The CCPA is a new and novel area, which is subject to change and interpretation. The DAA is not providing legal advice or warranting that its offerings will ensure a business’s compliance with law. The guidance and use of the tools are subject to the CCPA’s requirements. All terms in this document, including “collection,” “sale,” “personal information,” “third party,” and “opt-out” are used in conformance with their definitions in the CCPA and its implementing regulations.

\*\* At the time of this writing, AppChoices is available in iOS, Android and Amazon app stores and all three are linked from [www.youradchoices.com/appchoices](http://www.youradchoices.com/appchoices). DAA also has made a CCPA-enhanced link to AppChoices available on [www.privacyrights.info](http://www.privacyrights.info)

# Privacy Rights Icon & Marker Elements

The marker consists of two elements:

1. The Privacy Rights icon
2. Recommended accompanying text

## Icon Dimensions

No less than 15 pixels by 15.862 pixels. (see Figure 1)

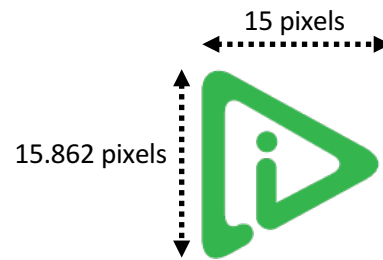


Figure 1: Not at scale

## Icon Color Palette

Consistent color usage across all media is integral to the increased familiarity of the icon. It should always be presented using the approved and recommended color formulas listed below.

CMYK: C=75 M=0 Y=96 K=0

RGB: R=54 G=181 B=80

HEX: #36B550

## Recommended Accompanying Text

For page or app level notification, the DAA recommends the following phrase for the icon's accompanying text:

CA Do Not Sell My Personal Information (see Example)

## Recommended Text Size & Color

Arial Bold, 11 points

CMYK: C=0 M=0 Y=0 K=100

RGB: R=0 G=0 B=0

HEX: 000000

Grayscale: 70-100%

## Ad Marker Size & Dimensions

To ensure legibility of the Privacy Rights marker, a minimum size has been determined. The Privacy Rights icon cannot be less than 12 pixels by 12 pixels. The minimum font size is 10 points. The Privacy Rights accompanying text should be placed 2 pixels to the left of the icon and centered vertically.

CA Do Not Sell My Personal Information 

Example

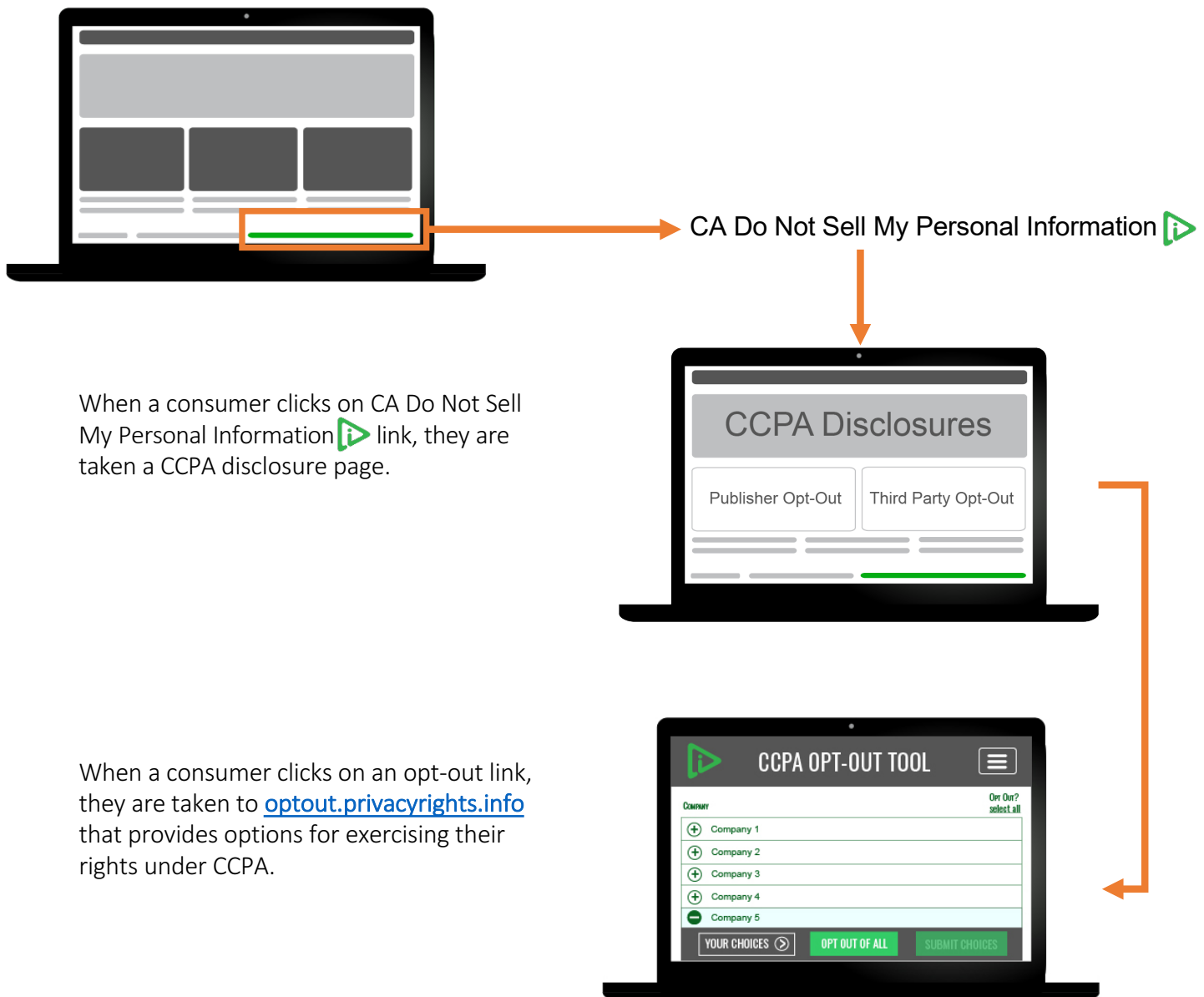
# Icon & Marker Placement & Disclosures


The ad marker can be used for two different purposes: To provide page level notification or in-app level notification.

All creative specifications above apply except for those governing color and font of the approved text. In this case, text can be allowed to inherit the font characteristics of the existing footer elements and/or the font characteristics of an app's settings elements.

## Web Placement

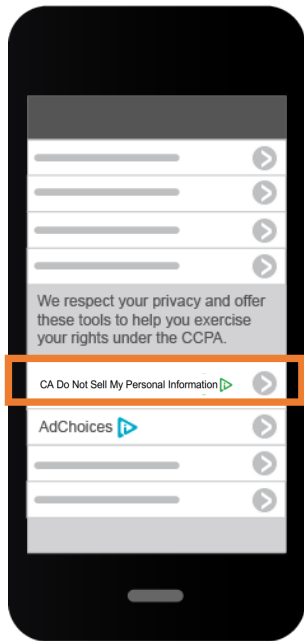
For website notification, the recommended position is in the footer.




When a consumer clicks on CA Do Not Sell My Personal Information  link, they are taken a CCPA disclosure page.

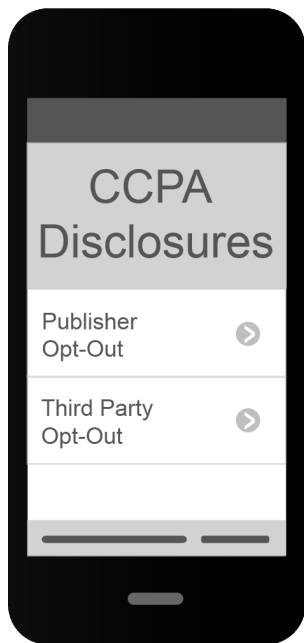
When a consumer clicks on an opt-out link, they are taken to [optout.privacyrights.info](https://optout.privacyrights.info) that provides options for exercising their rights under CCPA.

## In-App Placement

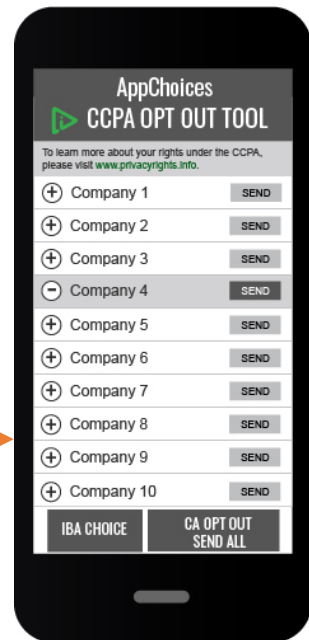


For mobile app level notification, the recommended placement is in the app's settings section.

When a consumer clicks on the CA Do Not Sell My Personal Information  link, they are taken to a CCPA disclosure page.



When a consumer clicks on an opt-out link, they are taken to an app-based opt-out tool that provides options for exercising their rights under CCPA.



## Unacceptable Icon Applications



Do not outline the icon.



Do not modify or recreate the icon dimensions.



Do not place the icon on a busy background.



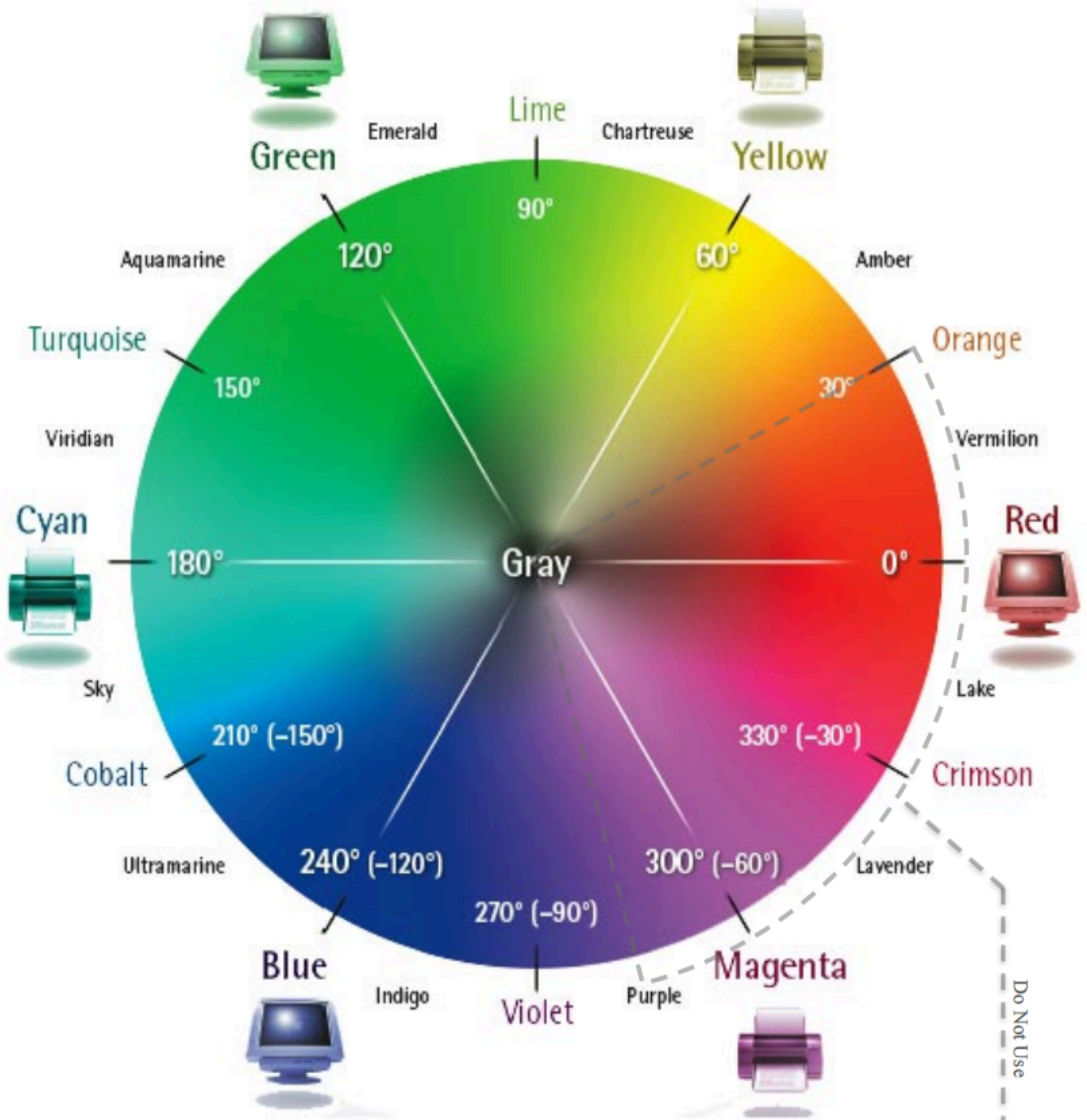
Do not create patterns or backgrounds with the icon.



Do not combine colors in the icon.



# DAA Spectrum Color Wheel



The DAA icon must NOT be presented in any color in the red or pink spectrum, which includes any color in the range of +30° and -75° on the color spectrum wheel above.

# Resources

[YourAdChoices Icon & Ad Marker Creative Guidelines](#)

[YourAdChoices Icon & Ad Marker Creative Guidelines for Video](#)

[YourAdChoices icon & Ad Marker Creative Guidelines for Mobile](#)

[Website & Mobile Web Guidance for First & Third Parties](#)

[Mobile App Guidance for First & Third Parties](#)

[Application of the DAA Principles of Transparency and Control to Data Used Across Devices](#)

[Application of the Self-Regulatory Principles to the Mobile Environment](#)

[Self-Regulatory Principles for Multi-Site Data](#)

[Self-Regulatory Principles for Online Behavioral Advertising](#)

[Digital Advertising Alliance Do-Not-Sell Tool for Publishers and Third Parties](#)

## About the DAA

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 [YourAdChoices](#) and mobile [AppChoices](#) programs, as well as the [Political Ads](#) program. Underlying the DAA's efforts are the [DAA Self-Regulatory Principles](#), including updates to address changing technologies and business models around multi-site, mobile, and cross-device data. Compliance with the DAA Principles is independently enforced for all companies in digital advertising by BBB National Programs (BBBNP) and Association of National Advertisers (ANA). The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4A's, American Advertising Federation, ANA, Interactive Advertising Bureau, and Network Advertising Initiative, with the advice of BBBNP.

### Founding Associations

