

# Children and Digital Marketing: Rights, risks and responsibilities

Discussion Paper

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for every child



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## Introduction: Spurring the discussion on children's rights and digital marketing



Today's children occupy a unique position in the marketing ecosystem. They are an extraordinarily powerful consumer group, equipped by technology to exercise commercial influence while also wielding persuasive influence over their parents' buying choices. Although they have become progressively impervious to traditional forms of advertising<sup>1</sup>, their distrust does not extend to familiar online spaces. A recent Ofcom study, for example, found that an increasing percentage of children aged 12–15 turn to Google for "true and accurate information," but only a minority can correctly identify camouflaged forms of marketing such as native content and sponsored links.<sup>2</sup>

As advertising has become social, networked and omnidirectional, children have been cast simultaneously as valuable targets and profitable influencers, or as legal liabilities and potential reputational disasters.

This split perspective fails to appreciate the real position that children hold in the advertising ecosystem: that of rights holders, entitled to be protected from violations of their privacy and deserving an Internet free from manipulative and exploitative practices.

Increasingly, children exercise their right to development, education, freedom of expression and access to information online. Their full enjoyment of this range of human rights depends on ensuring that they are able to access and use digital technologies without putting their personal information at risk.



**Children and Digital Marketing: Rights, risks and responsibilities**

is designed to prompt wide-ranging discussions about operations, practices, roles and responsibilities across the digital marketing value chain. Built on desk research and stakeholder consultations, the first draft of the paper was reviewed with stakeholders across the ad-serving value chain during a one-day workshop, in September 2017. This discussion paper speaks primarily to advertisers of products intended for or desired by children, and publishers of sites and platforms which are child-directed, or where children are or desire to be. UNICEF acknowledges that there are likely to be a separate set of issues for advertisers and publishers who do not consider children to be their customer or site user.

In regard to children, regulatory frameworks have often failed to take account of developments in online marketing, although standards-setting initiatives and new regulations are moving beyond the focus on marketing of unhealthy food products. Overall, there is an ongoing need for concrete recommendations on how companies and policymakers can ensure compliance with their responsibilities under international law to respect and protect children's human rights in the context of digital marketing.

The starting point is that children must not be treated as simply another consumer group to be exploited or avoided by industry. Advertisers, agencies, data brokers, publishers, and the providers of the technologies that link them have a responsibility to ensure that advertising practices afford children the enjoyment of their whole range of human rights. For too long, the digital marketing ecosystem has been somewhat of a 'wild west', with fewer restrictions and standards than in the traditional broadcast space. It is time to formalize and strengthen constraints on marketing to ensure that children's best interests come before innovation and monetization.

This discussion paper offers a view of today's digital marketing landscape from a child rights perspective, and aims to provide a basis for marketing practices that better protect children's rights. Section two outlines drivers and features of the current situation and concludes with a brief description of the regulatory context, while section three focuses on understanding the impact of digital marketing on children's rights. The fourth section turns to marketing actors, breaking down their roles in the value chain and potential interferences with children's rights. As the basis for ongoing discussion, the paper's final section offers suggestions for the next steps and opportunities for positive change.

*Children must not be treated as simply another consumer group to be exploited or avoided by industry. It is time to formalize and strengthen constraints on advertising to ensure that their best interests come before innovation and monetization.*



## The digital marketing ecosystem

Current context

### Key drivers of digital marketing

- 1 Consumers' transition from broadcast to digital media
- 2 Global proliferation of digital devices
- 3 Birth of the data economy
- 4 Advancements in real-time analytics and algorithmic decision making

Children's Rights in the digital realm

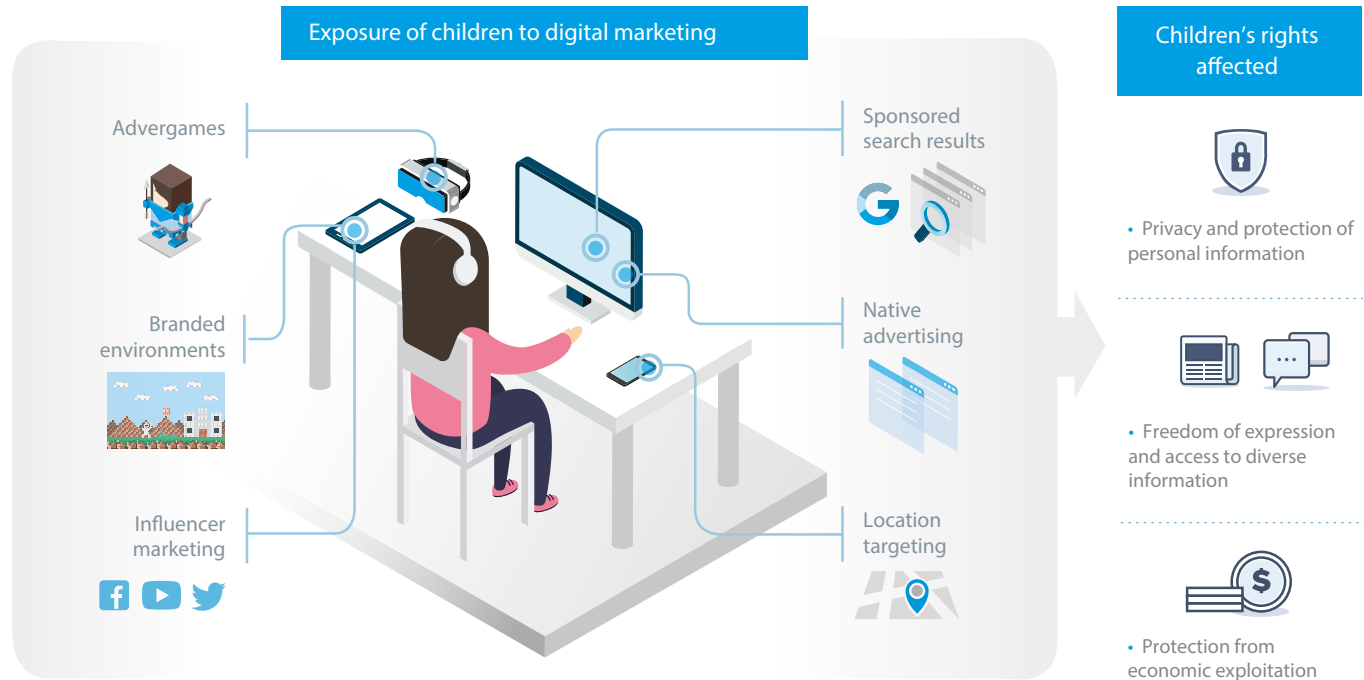
Roles of advertising actors

### The digital marketing value chain

As the process of buying and selling advertising has become automated, intermediaries have been inserted between advertisers and publishers, whose objectives are no longer necessarily aligned.

Barriers to progress

Opportunities for positive change



#### Buying

- Advertisers
- Agencies



#### Intermediaries

- Data brokers
- Ad tech



#### Selling

- Ad networks
- Publishers

Financial

Legal

Technical

Building new standards for digital marketing to children



# 2

## Understanding the current context

Due to rapid and dramatic changes in how advertising is bought, sold and served in the digital realm, the roles of various actors and the practical operation of marketing practices have been in flux for years. The appearance of new advertising actors, proliferation of ad tech, increased centrality of data and the power of data brokers have complicated an already crowded ecosystem.

A lack of transparency is an overarching feature of the current digital marketing landscape. The extraordinary value placed on intelligence about how consumers view, react to and engage with digital advertising has both incentivized the expansion of data collection and discouraged the publication of such information. While advertisers express frustration over a system that prevents them from scrutinizing and controlling the placement and impact of online advertising, academic study and evidence-based analysis of effects on human rights are also hindered.

Based on research and consultation with stakeholders, this section aims to shed some light by describing key drivers and features, and canvasses in brief the current regulatory and self-regulatory environments.

*While advertisers express frustration over a system that prevents them from scrutinizing and controlling the placement and impact of online marketing, academic study and evidence-based analysis of digital advertising's effects on human rights are also hindered.*



## 2.1 Key drivers

The digital marketing universe as it exists today emerged as a result of four primary interrelated drivers:

### 1. Consumers' transition from broadcast to digital media

With more mobile phones in the world than people<sup>3</sup> and more than half of the world's population connected to the Internet,<sup>4</sup> individuals are increasingly accessing information, news and entertainment online. In developed countries, the most profitable markets for advertisers, Internet-connected devices have become ubiquitous and rates of TV ownership are declining.<sup>5</sup> As a result, advertisers are shifting from investment in traditional forms of advertising towards digital marketing. Worldwide, in 2017, advertisers spent more on digital advertising than television for the first time.<sup>6</sup>

### 2. Global proliferation of digital devices

The widespread adoption of connected devices, particularly the smartphone, has dramatically expanded the routes through which advertisers can interact with potential and existing customers. This transition to a 'multi-screen world' has enabled advertisers to generate and collect users' data through a range of mediums, and subsequently link and interconnect such data to create rich and individualized customer profiles. Advancements in technology, as well as the cross-demographic migration of individuals of all ages to digital devices and social media, have enabled data about customers' online activities to be paired with data about their offline activities – matching their web searches with their in-store purchases and their social media 'likes' with their physical location history. As a result, advertisers are able to more accurately target customers across a range of media.

### 3. Birth of the data economy

Data brokers, harvesters and enrichers compile and pair together vast and diverse data sets with the aim of developing unique profiles on customers, based on thousands of data points. The two largest actors in this field, Acxiom and Oracle, have amassed data on billions of individuals. Oracle provides access to 5 billion 'unique' consumer identities, while Acxiom manages 3.7 billion consumer profiles for its clients.<sup>7</sup> These and other actors provide the intelligence necessary for advertisers to understand their customers' intentions, desires and actions to an exceptional degree of granularity and accuracy. The aim, according to Acxiom, is 'identity resolution' – the creation of a single view of the customer across platforms and media in order to serve advertising that is far more personalized, targeted, relevant and effective than ever before.<sup>8</sup>

### 4. Advancements in real-time analytics and algorithmic decision making

Digital technology enables precise insights into which users view which ads, for how long, and what percentage of ad exposure is translated into purchases. Online tracking made possible through data analytics facilitates the unique identification of users across websites and platforms, enabling an advertiser to 'retarget' a previous customer as she travels across the web. Algorithmic advancements have also enabled publishers to use technology to conduct real-time bids for advertising impressions. At the same time, publishers' share of the digital advertising spend is declining as agencies, data brokers and ad tech providers play an increasingly large role.





## 2.2 Defining features

Features of the digital marketing ecosystem can be broadly characterized as primarily programmatic, overwhelmingly data-driven, covert and social, nearly duopolistic and continually challenged. These aspects are described below, along with some broad starting points for thinking about their implications for children’s rights.

**Primarily programmatic**

**Overwhelmingly data-driven**

**Stealth and social marketing**

**Nearly duopolistic**

**Continually challenged**

### Primarily programmatic:

The bulk of digital display advertising is now programmatic, or automated, rather than ‘normal display’.<sup>9</sup>

By using demand- and supply-side platforms and ad exchanges, advertisers can purchase advertising inventory from ad networks or directly from publishers, which ‘segment’ ad inventory based on consumer demographics, content adjacency, timing and frequency. There are two important repercussions of the shift to programmatic advertising: It incentivizes the collection of data, and it leads to the degradation and distancing of the relationship between advertisers and publishers.

As the process of buying and selling advertising has become automated, a range of ad tech and other intermediaries has been inserted between advertisers and publishers, whose objectives are no longer necessarily aligned and whose interventions may no longer be mutually understood.

After purchasing ad inventory, advertisers may have little control over how their ads are displayed and to which audiences, and have few methods for reliably verifying that they have reached the intended markets. More problematically, advertisers may lose control over ad placement and ads may end up adjacent to undesirable content, as seen in recent scandals involving ad content displayed next to extremist and divisive material on online platforms.

On the publisher’s end, programmatic advertising means that the volume and speed of ad serving may impede control prior to the publication of advertising. For some publishers, the design of advertising platforms and their algorithmic underpinnings may result in the targeting of advertising using racial or social stereotypes, or the dissemination of political misinformation.<sup>10</sup>

In efforts to overcome these problems, some platforms have indicated their intention to give advertisers greater control over ‘brand safety’, ensuring that an ad is not placed in the context of other content that could damage the advertiser’s reputation. Third-party verification vendors have emerged to assist advertisers in tracking fraud and ensuring brand safety, while social media platforms have pledged to increase human review and oversight of advertising targeting programmes.<sup>11</sup>



**Overwhelmingly data-driven:**

Digital media buyers generally use two techniques to serve ads: (1) contextual advertising, in which advertising inventory is purchased based on the type of website or platform the ad appears on; or (2) behavioural advertising, also known as ‘behavioural targeting’, in which advertising inventory is purchased based on the behavioural characteristics or demographics of the audience.

While both techniques encompass the collection and analysis of data, this is more intensive in behavioural targeting as it involves the acquisition and combination of multiple pieces of user data to develop sophisticated profiles on individual users and support ad networks in creating nuanced audience segments. These data may be acquired through first-party cookies on bought or owned media, or the use of third-party cookies; they could also be purchased from data brokers, or may already be owned by an ad agency, social media platform or advertiser.

The range of cookies and cookie ‘respawning’ techniques means that ad networks are generally able to uniquely identify a user across websites and devices, even after a user deletes previous cookies.<sup>12</sup> Tracking tools used by behavioural advertisers include device fingerprinting to monitor users’ activities and create both ‘predictive’ and ‘explicit’ profiles.

With the birth of the ‘Internet of things’, the possibility of tracking individuals across devices has greatly expanded, and Internet-connected devices such as vending machines and billboards are also able to deploy behavioural advertising.<sup>13</sup>

Advertisers can use software such as data management platforms to import personal information from numerous sources and aggregate data on customers. Data from the offline realm – such as in-store purchases and customer loyalty schemes – can be easily imported and paired with online data to continually enrich a company’s customer knowledge base.

Regarding the harms that might flow from data-driven digital marketing, some argue that the result has been a loss of control over the collection and use of personal data, accompanied by the proliferation and politicization of information online.<sup>14</sup> Others maintain that the value exchange that occurs between consumer and companies – in which the currency is data – is an inherent feature of the digital world, and that children should be equipped to critically and safely navigate digital content.

**Stealth and social marketing:**

Some marketing techniques fall into regulatory and policy gaps concerning ethical advertising practices online. These techniques are designed to camouflage advertising in editorial content, videos, games and social networking, and use relationships and social cues to catalyse purchases. Although such tactics may create a more relevant and seamless advertising experience for the consumer, they may also conceal the commercial intent of online content, particularly from children (See box on page 11).

The asymmetry of power between children and the digital marketing sector, grounded in children’s still-developing cognitive capabilities, is exacerbated by these marketing methods. If children’s ability to critically engage with traditional broadcasting marketing techniques was limited by their inexperience, innocence and immaturity, their capacity to avoid the impacts of stealth advertising techniques is, arguably, non-existent.

With increasing frequency, digital marketing aims to direct, as well as observe, users' behaviour. Tactics that have thrived in the digital realm include:<sup>15</sup>



### Influencer marketing



Advertisers use individuals with a considerable online presence to promote a product, brand or service in exchange for financial or in-kind compensation. Influencers have thrived on social networks such as Facebook, Instagram, Twitter and – particularly relevant to children – on YouTube.

### Branded environments and advergames



Online branded environments designed for children incorporate music, video, games or other activities to immerse children in a playful and enjoyable experience that also promotes the relevant brand and often subliminally creates brand recognition. Advergames – specifically designed to promote a product, brand or service – are particularly appealing to children, but not easily recognized as marketing. Embedded advertisements in immersive experiences reduce conscious attention to advertising and have been found to “affect children’s behaviour without them being aware of it.”<sup>16</sup>

### Native advertising



The representation of advertising content as editorial content. Websites such as BuzzFeed pioneered the use of native or sponsored content in the form of quizzes, posts and videos that match the look and tone of editorial content on the website.

### Viral marketing



Rich data sets on social media users provide the basis for viral marketing campaigns, which tap into the online ‘social graph’ to identify influential individuals who are likely to create and share user-generated marketing messages and to provide incentives to encourage this type of brand promotion.<sup>17</sup>

### Location targeting



Mobile marketing involves the use of location data to segment advertising audiences and deliver ads based on their location. Mobile marketing and location targeting are particularly relevant as more users access the Internet primarily through the use of mobile devices.

### Sponsored search results



Google AdWords is the largest and most pervasive form of sponsored search results. Research shows that even among adults using search engines, 43 per cent do not accurately identify sponsored results.<sup>18</sup>

### Neuromarketing and sentiment analysis



More of a measurement technique than a tactic for delivering advertising, neuromarketing uses tools such as eye-tracking to measure subconscious levels of brain activity, and adjust marketing materials to correspond to attention, emotion and memory. In a similar vein, sentiment analysis is used by social networks to identify and track consumers’ emotions and market to them accordingly.



**Nearly duopolistic:**

Placing their influence within the broader context of advertising techniques and practices, Google accounts for 78 per cent of the US search advertising market and just over 40 per cent of the entire digital advertising market, and Facebook’s 20 per cent share of the market continues to grow. In 2015, the two companies accounted for 75 per cent of all new online ad spending.<sup>19</sup> Each company plays a different role in the ecosystem – with Google demonstrating dominance in search and video, through YouTube, and Facebook focusing on social media advertising, through Instagram, while increasing its share in the mobile advertising market via WhatsApp. It is also important to note how interconnected all advertising actors are with both Google and Facebook, on a range of levels, and that the two companies are interlinked as well.

**Continually challenged:**

The digital advertising industry faces persistent challenges that could potentially threaten its existence. One primary foe is fraud, in which advertisers pay for advertising space that is never actually viewed by humans. Estimates suggest that nearly 20 per cent of total digital ad spend was wasted in 2016 as ad impressions were triggered by bots rather than humans. In 2014, a major food company announced it was rejecting up to 85 per cent of all impressions offered via real-time ad marketplaces due to ad fraud.<sup>20</sup> In response to the persistent presence of bots, the sub-industry of verification vendors has emerged.

A second challenge is the proliferation of ad-blocking technology, through which humans keep advertising from even appearing on their devices. More than a quarter of Internet users in the United States were estimated to be applying ad-blocking software at the end of 2016.<sup>21</sup> By 2020, the continuing increase in the use of ad blockers is expected to account for US\$27 billion in lost revenues.<sup>22</sup> The issue becomes more complex when considering Google’s recent integration of an ad-blocking feature in its Chrome browser. Given that Google already dominates the digital advertising ecosystem, centralizing greater power in the company raises concerns around competitiveness,<sup>23</sup> as well as the viability of the digital ad industry.

*If children’s ability to critically engage with traditional broadcasting marketing techniques was limited by their inexperience, innocence and immaturity, their capacity to avoid the impacts of stealth advertising techniques is, arguably, non-existent.*

## 2.3 The regulatory and self-regulatory environment



As the coverage of digital marketing is ever expanding, and advertising techniques become even more intensely sophisticated, it frequently slips between the gaps in existing laws and policies that were designed to regulate traditional broadcasting, commercial practices and data protection.

This section provides a brief introduction to the regulatory universe, which is multifaceted, continually changing and varies greatly between jurisdictions. It does not aim to outline all types of restrictions on marketing to children, but rather sticks to a simplified focus on two aspects of regulation and self-regulation: the means of digital advertising – its timing, where it is placed, the context in which it appears, and the form it takes; and the underlying method – the use of children’s personal data in facilitating, enabling, targeting or informing digital advertising.

### 2.3.1 Means of advertising (timing, context, placement, form)

Regarding the timing, context, placement or form of digital advertisements, there are few relevant regulations, with the exception of restricting the marketing of unhealthy foods to children. In the United Kingdom, for example, the Advertising Standards Authority has introduced rules banning the advertising of unhealthy food or drink products (those high in fat, sugar and salt) in children’s non-broadcast media, including print, cinema and, crucially, online and social media.

Also, a few regulatory frameworks address issues related to advertising techniques, such as advergames or influencers. In Spain, for example, the General Advertising Act includes the principle that advertisements addressed to children – including ads on the Internet – must not exploit their credulity or inexperience. But such frameworks do not necessarily tailor regulations to the specific circumstances of digital marketing.

Most of the provisions in relation to the means of advertising are implemented through self-regulatory mechanisms. In Australia, the Code for Advertising and Marketing Communications

to Children prohibits the placement of advertisements directed to children in online media in close proximity to content that is unsuitable for children. In the United Kingdom, the Advertising Association’s ‘Best Practice Principle on the Use of Under 16s in Brand Ambassador and Peer-To-Peer Marketing’<sup>24</sup> has been signed by major brands including Coca-Cola, Microsoft, Virgin Media and Vodafone.<sup>25</sup> According to the principle, children under age 16 should not be employed, directly or indirectly paid, or paid in kind to actively promote brands, products, goods, services, causes or ideas to their peers, associates or friends.

The most comprehensive standards regarding advertising to children are contained in the International Chamber of Commerce’s (ICC) Consolidated Code of Advertising and Marketing Communication Practice. Article D5, for example, requires that direct marketing communications should be appropriate and suitable for children, and article D7.4 prohibits the creation of advertising segments specifically designed to target online behavioural advertising to children aged 12 and younger.

In terms of timing, context, placement and form, article 18 of the ICC Code contains the following guidance:

- Products unsuitable for children or young people should not be advertised in media targeted to them, and advertisements directed to children or young people should not be inserted in media where the editorial matter is unsuitable for them.
- Marketing communications directed to children should be clearly distinguishable to them as such.
- Marketing communications should not suggest that possession or use of the promoted product will give a child or young person physical, psychological or social advantages over other children or young people, or that not possessing the product will have the opposite effect.
- Marketing communications should not include any direct appeal to children and young people to persuade their parents or other adults to buy products for them.

The Digital Advertising Alliance, a coalition of ad networks and advertisers that promotes transparency around behavioural targeting, includes a stipulation in its Self-Regulatory Principles for Online Behavioural Advertising that entities should not conduct online behavioural advertising to individuals they have actual knowledge are under age 13.

The UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing, known as the CAP Code, has a section on children that primarily focuses on the content of marketing communications to children under age 16. It also stipulates that *“marketing communications addressed to, targeted directly at or featuring children must not exploit their credulity, loyalty, vulnerability or lack of experience”* (5.2) and marketing communications addressed to or targeted at children *“must not include a direct exhortation to children to buy an advertised product or persuade their parents or other adults to buy an advertised product for them”* (5.4.2).<sup>26</sup>

### 2.3.2 Method of advertising (use of children’s personal data)

In the context of regulations pertaining to the acquisition and use of children’s personal data in digital marketing, the situation is improving. In the United States, the Child Online Privacy Protection Act (COPPA) prohibits the acquisition of personal data on child-directed websites from children under age 13, unless verifiable parental consent is obtained. Despite being domestic regulation, COPPA has had an impressive influence over the practices of global companies, many of which apply the standard outside the United States.

While industry may perceive COPPA to be a sufficient intervention to protect children’s personal data, it leaves a number of areas exposed from a human rights perspective. The regulation doesn’t speak to how children’s personal data are used after consent is given, for example, or afford children strong data subject rights. Further, it only applies to children under age 13, leaving teenagers up to the age of 18 – who fall within the definition of children as understood by international law, particularly the Convention on the Rights of the Child – uncovered by its protections.

New regulations from the European Union promise to raise the standards. The General Data Protection Regulation (GDPR), to take effect in May 2018, includes provisions that





echo the COPPA rules. For example, it requires providers of “information society services” (any service normally provided for remuneration, at a distance, by electronic means and at the individual request of a recipient of services) directly to children to obtain parental consent where consent is the basis for their collection of personal data.

The GDPR requirement applies to children under age 16, although it permits EU member States to lower that age to 13, a step that Ireland, Poland and Sweden have already indicated they will take, with Austria choosing age 14.

The GDPR goes above and beyond the COPPA standard, however, in requiring that companies communicate terms and conditions to children in an appropriate manner and form, endowing children with data subject rights to correct, alter or request the erasure of data – and stipulating that special measures should be taken to protect children from profiling.

A further important impact of the GDPR is the stipulation, in Recital 30, that cookies should be treated as personal data when they are used to uniquely identify a device, or in combination with other data, the individual associated with or using a device. This is particularly important in the context of advertising as many advertising actors deploy third-party cookies to track individuals, including children, without first obtaining consent.

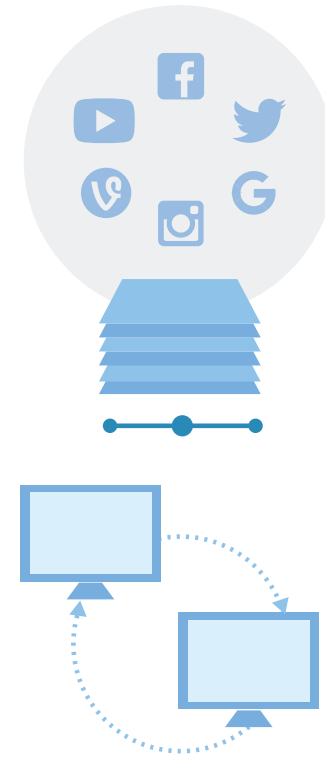
Other areas of European Union regulation currently under review will also have an impact

on digital marketing to children. The Audiovisual Media Services Directive looks likely to be expanded to include video-sharing platforms within its jurisdiction, and will require platforms and publishers to restrict content that “may be harmful” to children, including advertising. The e-Privacy Regulation draft restricts the use of third-party cookies without informed consent, which would necessarily impact digital advertising activities.

In addition to internal responsible marketing codes, numerous sector-wide self-regulatory initiatives promote standards for advertising in general, with some adopting additional protections for children. Such initiatives range from those promoting principles and good practices – such as the International Chamber of Commerce (ICC) Consolidated Code of Advertising and Marketing Communication Practice – to regimes that accompany enforcement mechanisms, like that overseen by the Advertising Standards Authority in the United Kingdom.

The ICC Code’s guidance on data protection and privacy (article 19) does not prohibit the acquisition of children’s data, but merely states that guidance should be provided to parents, if feasible, when personal data of younger children are required. Regarding teenagers, the ICC Code does not require consent to processing of personal data. However, it does prohibit disclosure to third parties of personal data collected from individuals who are “known or reasonably believed” to be under age 12 without parental consent.

Beyond the ICC Code, there is little mention of particular protections regarding children’s data in the context of advertising in other self-regulatory initiatives.





# 3

## Addressing children's human rights in the digital realm



The Internet and digital technologies have transformed how children enjoy human rights, as new modes of communication, educational tools and information resources place an abundance of knowledge and the power of exploration into the hands of those who can benefit most. It would be difficult to overstate how important the digital universe is to children, who will experience almost every aspect of their lives – work, commerce, education, relationships – through digital media. A necessary conclusion from this statement is that children's use of the Internet depends on suitable and diverse online content and child-friendly services and platforms, which in turn depend (absent another feasible business model) on digital advertising.

Without advertising, platforms and media may not have the incentives to create digital spaces and experiences for children, or to populate those spaces with child-friendly content. This in turn would deprive children of their right to freedom of expression, under article 13 of the Convention on the Rights of the Child, and access to information, under article 17, which recognizes that every child should have "access to information and material from a diversity of

national and international sources, especially those aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health."<sup>27</sup>

*It would be difficult to overstate how important the digital universe is to children, who will experience almost every aspect of their lives – work, commerce, education, relationships – through digital media.*

Digital advertising practices can have both positive and negative impacts on the full range of rights under the Convention on the Rights of the Child. This section focuses on rights that are most closely linked to the method and means of advertising – including the right to privacy (article 16), freedom of expression and thought (articles 13 and 14), and access to media from a diversity of services (article 17) – and concludes with a brief discussion of protection from economic exploitation and negative effects on child development.





*The digital marketing ecosystem is sustained, in part, by the collection, analysis, storage and sale of children's personal data. Many data collection practices occur without children's knowledge or consent, or under circumstances that do not empower them to understand and control the use of their personal information.*

### 3.1 Privacy and the protection of personal information

The digital marketing ecosystem is sustained, in part, by the collection, analysis, storage and sale of children's personal data. Many data collection practices occur without children's knowledge or consent, or under circumstances that do not empower them to understand and control the use of their personal information. The result is that children's privacy is repeatedly breached.

In its 2015 'Privacy Sweep', the Global Privacy Enforcement Network, an international coalition of data protection authorities, examined websites and apps used by children. The network found that among 1,494 websites and apps: 67 per cent collected children's personal information, 50 per cent shared personal information with third parties, 22 per cent provided an opportunity for children to give their phone number, and 23 per cent allowed them to provide photos or video.<sup>28</sup> These statistics tell only a small part of the story because they do not include websites or apps that collect device data or use cookies to track users, or allow third parties to do the same. Moreover, they only refer to websites and apps targeted to reach children or popular among them, so do not cover how websites that are not child-directed collect and use personal information.

Children's right to privacy and the protection of personal information is closely tied to their dignity, autonomy and ability to develop free from adverse influences.

The use of children's personal data for the purpose of digital advertising, and particularly behavioural targeting, raises the following concerns:

- Many if not most children under age 13 are unlikely to have the capacity to provide informed consent to the processing of their personal data. Enabling parental consent to substitute for children's consent may be one way of ensuring children's rights are protected, but given the shortfall in digital literacy for adults, particularly in emerging markets and developing countries, parental consent may be an ineffective way of protecting the privacy rights of young children.
- Teenagers and older children struggle to understand the implications of permitting cookies or other personal data collection, and privacy policies and terms of service are often opaquely written and incontestable, leaving them with the impression that there is no choice but to provide the personal data requested in order to use the service. Platforms, services and products that are contingent on the provision of personal data unfairly induce teenagers and older children to forfeit their data protection rights.

- Terms of service and privacy policies frequently fail to communicate provisions in a form and manner that is digestible and comprehensible by children.
- The use of invasive techniques such as requests for photographs and webcam access are particularly troubling, given that images constitute sensitive information that should only be processed by data controllers with explicit and informed consent of the data subject.

### 3.2 Freedom of expression and access to diverse information

Digital marketing often comes hand in hand with free content for children online, and thus contributes to their enjoyment of freedom of expression and access to information. Indeed, advertising actors have contended that digital advertising is necessary because it provides the financial incentives to provide such content free of charge. Seen through this lens, digital advertising becomes an enabler for children to have access to high-quality, age-appropriate content.

On the other hand, the pervasive presence of advertising online can impede children's enjoyment of their right to express themselves, develop opinions and access pluralistic material free from marketing content. In essence, it could be said that advertising crowds media spaces, making it difficult for individuals to access information and develop thoughts and opinions without being subjected to undue influence.

A 2014 report by Farida Shaheed, the United Nations Special Rapporteur in the field of cultural rights, connects pervasive exposure to advertising, by adults and children alike, to potential conflicts with the human rights of freedom of expression, information, thought and conscience. According to the Special Rapporteur, "The dominance of specific narratives and world views promoted through commercial advertising and marketing in public spaces, the family and private spheres, combined with an increased deployment of techniques that may influence people at a subconscious level, raises particular concerns in terms of freedom of thought, opinion and, more widely, cultural freedom."<sup>29</sup>

Being particularly vulnerable to influence because of their lack of experience and maturity, children may be ill-equipped to seek out a diversity of media sources on their own, and likely lack the media literacy to recognize advertising and afford it appropriate attention. In this regard, the Special Rapporteur notes,

*"The manner in which most digital advertising is processed and the development of new forms of advertising, such as embedded, viral and native advertising, assumptions about cognitive defence need thorough investigation. To the extent that any cognitive defence exists, advertising seeks to circumvent it."*<sup>30</sup>

### 3.3 Protection from economic exploitation and adverse effects on children's development

In some circumstances, new forms of digital marketing confound existing ethical and legal understanding about fair advertising practices, including that people have the right to know when they are being advertised to. When the commercial intent of advertising is obscured from children, either through the use of stealth or social means, or because children are not adequately equipped with the cognitive abilities or media literacy to identify advertising, the ramifications for children's rights may be serious. Some innovative forms of advertising aim to subliminally influence children, including when they are engaged in games or learning, at a time when their critical faculties and decision-making processes are compromised.

When such practices are underpinned by covert data collection for the purpose of profiling child consumers, this puts children at further risk. The monitoring of children's use of digital devices turns them into unwitting money earners for advertising actors, which are able to monetize the insights gained through observing children online. Profiling children and undermining their privacy for the purpose of monetizing their Internet usage data arguably amounts, under certain circumstances, to economic exploitation. This would be the case, for example, when publishers deliberately manipulate children's emotions or behaviour in order to increase the impact of advertising.<sup>31</sup>





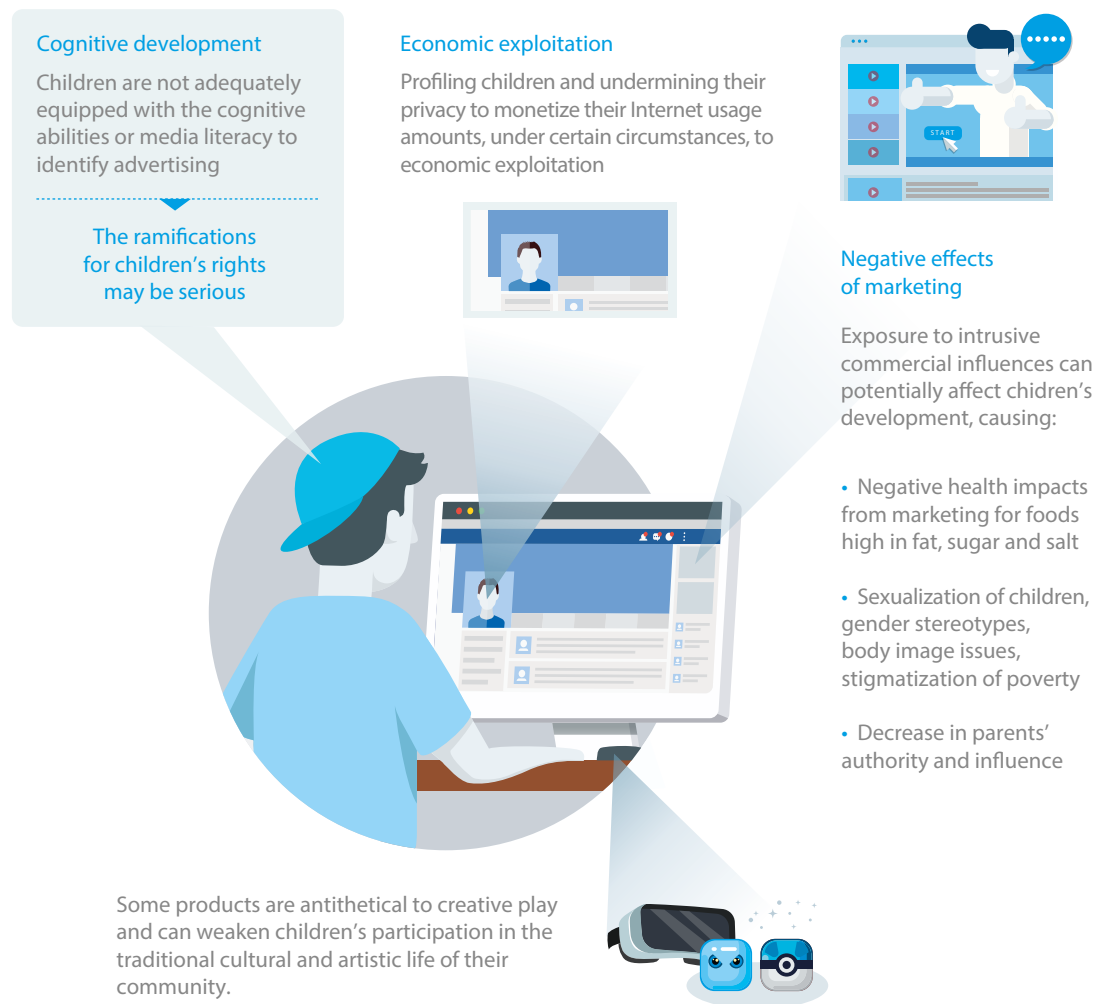
Exposure to pervasive and intrusive commercial influences can potentially influence the way a child develops. Along with the well-established negative health impacts of marketing for foods high in fat, sugar and salt,<sup>32</sup> digital advertising may contribute to the sexualization of children, entrench gender stereotypes, create body image issues, stigmatize poverty, or reduce parents' authority and influence. Children may also experience discrimination as a result of digital advertising, depending on how it is targeted. Even when digital advertising is designed to avoid these outcomes, it may inure children to commercialization and commodification, leading them to have unrealistic expectations about the acquisition of material goods.<sup>33</sup>

The Committee on the Rights of the Child has recognized that the commercialization of children's play environment influences how children engage in recreation, cultural and artistic activities, expressing concern that:

*Many children and their families are exposed to increasing levels of unregulated commercialization and marketing by toy and game manufacturers. Parents are pressured to purchase a growing number of products which may be harmful to their children's development or are antithetical to creative play ... Global marketing can also serve to weaken children's participation in the traditional cultural and artistic life of their community."*<sup>34</sup>

## Commercial intent of marketing is obscured from children

FIG. 1 How digital marketing can affect children's rights and development





# 4 Defining the roles and responsibilities of advertising actors

Understanding the complex relationship between the corporate entities that make up the value chain for digital marketing is a tough endeavour. Because there are numerous ways in which ads are bought and sold – and a large percentage of ad sales cannot be scrutinized – it is impossible to definitively map all interactions between advertisers, publishers, networks and the ad technologies they use. The major elements of this value chain are illustrated, to the greatest possible accuracy, in Annex II of this report.



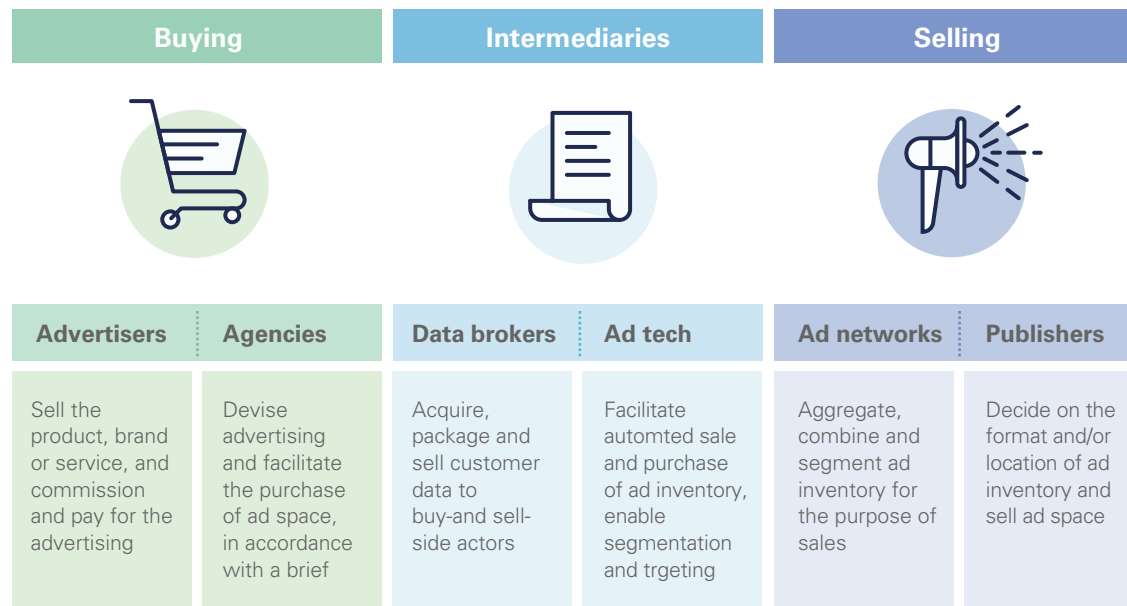
For the purpose of defining and understanding the human rights responsibilities of advertising actors, however, there are other ways to examine the actors' roles. This can begin by describing the buying, intermediary and selling sides of the process, as shown in the table below.

Using this mapping, a general picture can be created regarding which actor is chiefly in control of which element of the digital advertising process.

In this respect, this section considers the practices of advertising actors in two areas of concern from the perspective of children's rights: context, placement, appeal and form of digital advertising (the means), and the use of personal data in digital advertising (the method). It concludes with a brief discussion of the role that parents have in providing guidance for their children.

### Actors that take part in the digital advertising process

FIG. 2 Actors that take part in the digital advertising process



## 4.1 Means of advertising: Timing, context, placement and form

Generally speaking, **brands and agencies** have control over – and thus are chiefly responsible for – the type of product, brand or service sold to children, the timing of advertising and the context in which the product is advertised. They also have the greatest choice over which form of digital advertising to use – whether to deploy influencers or location targeting, for example – and what platforms their advertising will be served on.

In contrast, **ad networks and publishers** have greater control over the exact placement of an ad in a website, application or service; the format in which the ad is displayed; and adjacency of the ad to or integration in particular content. Generally, they tend to have a greater visibility over the ultimate audience for a particular ad, whether because they are responsible for segmentation (ad networks) or because they are targeting advertising to particular users (publishers, particularly platforms).

This is not to suggest that brands and advertisers have no responsibility over how their ad is displayed, its placement, format and adjacency to other content, nor that publishers have no responsibility for the format and appeal of advertising displayed on their sites. All actors bear some responsibility for the impact of advertising, no matter their position in the value chain. But identifying areas of control assists in identifying where advertising actors can take particular responsibility for, and steps towards, improving child rights protections in the digital marketing value chain.

This paper has not attributed roles and responsibilities directly to ad tech and data brokers because they are largely outside of the audience for this discussion paper: Historically, ad tech companies and data brokers have not been among those industry actors interested in engaging in discussions about responsible marketing and use of personal data.

### Brands and agencies are responsible for the product or service sold to children, as well as the form of advertising used

FIG. 3 Actor/s in charge of each element of advertisement



Buying



Intermediaries



Selling

Element	Actor in control
Type of product	Advertiser
Appeal of advertising	Advertiser Agency
Form of advertising (e.g. game, online behavioural advertising, contextual)	Advertiser Agency
Placement of ad in chosen website/content	Ad network
	Agency
Adjacency/context of ad	Ad network
	Publisher
	Ad tech
Audience	Publisher
	Ad network



## 4.2 Method of advertising: Use of personal data





When it comes to acquisition, monitoring and use of personal data, all marketing actors wield some control over the use of individuals' personal data in digital advertising. Given the critical role of user data in the digital advertising process, and the implications of that data usage for human rights, it is also useful to understand roles and responsibilities through the prism of users' personal data: Which actor has access to individuals' personal data, and how?

As shown in the table below, every actor across the value chain uses children's personal data. Actors may acquire personal data through different means: publishers are more likely to acquire personal data directly from children themselves, either through using login or subscriptions services or through direct observation of a child user's behaviour online, whereas advertisers and agencies may acquire children's data through data brokers or data management platforms, or by pairing offline purchasing or location records with online tracking.

Generally speaking, many marketing actors comply with the minimum standards applicable in the context of children's personal data, presently represented by COPPA in the United States. Some actors apply the COPPA standard globally, even though they are not legally compelled to do so. Though undoubtedly a great improvement in filling the regulation gaps, COPPA fails to incorporate sufficiently strict standards to ensure children's human rights are adequately protected, in particular, only imposing obligations with respect to children aged 12 and younger, leaving children aged 13–17 unshielded from personal data collection.

### Which actor has access to individuals' personal data, and how?

FIG. 4 Roles and responsibilities through the prism of users' personal data

Type of data	Means of obtaining data	Recipient of data
 <b>Verified identity data such as name, date of birth, gender</b>	<ul style="list-style-type: none"> <li>User enters this data when subscribing to a service or logging in</li> <li>Data broker</li> </ul>	Publisher (websites and platforms using login or subscription services)
		Advertiser (when operating own website, or using customer loyalty scheme or similar arrangement)
 <b>Location data</b>	<ul style="list-style-type: none"> <li>First-party cookies</li> <li>Third-party cookies</li> <li>Data broker</li> </ul>	Publisher Ad networks
		Advertisers Agencies
		Ad tech Data brokers
 <b>Device data</b>	<ul style="list-style-type: none"> <li>Device fingerprinting</li> <li>Data broker</li> </ul>	Publisher Ad networks
		Advertisers Agencies
		Ad tech Data brokers
 <b>Inferred identity data such as age, gender, race, purchasing habits</b>	<ul style="list-style-type: none"> <li>Direct observation</li> <li>Third-party cookies</li> <li>Data management platforms</li> <li>Data brokers</li> </ul>	Publisher Ad networks
		Advertisers Agencies
		Ad tech Data brokers



### 4.3 The role of parents

It is also important to recognize and consider the role of parents in the digital advertising value chain. Parents have both a right and a responsibility to provide their children with appropriate guidance in exercising their rights, in a manner consistent with the child's evolving capacities.<sup>35</sup> Parents' organizations assert and accept that these rights and responsibilities extend into the digital realm, and industry stakeholders have also expressed their position that parents play an important role in safeguarding their child's interaction with digital technologies.

But ensuring protection for children's rights online is not as simple as placing the responsibility on parents to protect their children. Unilateral 'age gates' may be easily circumvented by children without their parents' knowledge. Allowing parents to assert that their child is too young for a particular site or service may be a positive tool for rights protection in some instances, but the information is frequently difficult for parents to find. Paired with a lack of digital literacy more broadly, parents often feel disempowered to enforce age restrictions when services themselves do not.<sup>36</sup>

Requiring a parent's consent for access to services or provision of personal data can be another means of safeguarding children, but it may also create unfair barriers to children's access to online spaces – especially if parents are not comfortable with accessing technology.

Children also have the right to privacy and independence from their parents in accordance with their evolving capacities. While restrictions on young children's use of online services may be justified, requiring a parent's consent or oversight of teenagers' online behaviour may deprive them from developing resilience, autonomy and independence online. In such circumstances, it is not sufficient to place the burden of protection on parents' shoulders – it is necessary to support them with effective regulations on privacy and data protection, and by ensuring that parents and children have access to educational resources to improve digital literacy and critical consumption of online media.

*It is not sufficient to place the burden of protection on parents' shoulders – it is necessary to support them with effective regulations on privacy and data protection, and by ensuring that parents and children have access to educational resources to improve digital literacy.*







# 5 Opportunities for positive change

This discussion paper just scratches the surface of the issues and interests involved in this highly complex field. In preparing this paper, for instance, it was not possible to scrutinize the collection and use of children's personal data by advertising actors in any real detail, including the quantity of personal data used, how it is used, and with whom it is shared. Such information is rarely publicly available, and practices vary significantly between actors.

In conducting stakeholder engagement, particularly by convening industry actors during the September 2017 workshop, this paper reflects some of the concerns and insights of advertising actors and begins to bring to the fore some of the many complex issues involved in this discussion. To contribute to a conversation on how advertising actors can strengthen protections for children's rights in the digital advertising ecosystem, the final section begins by describing some of the primary obstacles to moving forward and concludes with initial recommendations and ways forward.

Building new standards for digital marketing to children	Acknowledging the barriers to progress	Financial	Legal	Technical
		Means of advertising	Method of advertising	

## 5.1 Acknowledging the barriers to progress

Changes need to occur within the digital marketing ecosystem to better protect children's rights online. However, it is important to acknowledge what barriers might stand in the way of progress on this issue. Key issues in the financial, legal and technical areas are outlined in the following pages.

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Children's Rights in the digital realm

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### Financial

Digital marketing is, in many ways, the engine that propels the Internet. To instil lasting change, the financial benefits of digital advertising to publishers and advertising intermediaries will need to be balanced with incentives to adjust advertising practices. Advertisers, too, perceive tremendous financial benefit in online advertising, although the profitability of digital marketing is contested, and difficult to assess given the incentives to overstate its profitability. Children are

a major consumer demographic and today's digital natives are a prime audience for online targeting. Outside of envisaging an alternative business model for the Internet, convincing advertising actors to forgo the financial incentives of deploying particular means and methods of digital marketing to children in favour of more rights-respecting practices requires an appeal to non-financial incentives, including legal compliance, increasing trust and minimizing reputational risks.

### Legal

National regulation cannot keep pace with technological change. The result has been that in many countries digital advertising is virtually untouched by domestic regulation. In one clear exception, the Child Online Privacy Protection Act of the United States has a noticeable impact in supporting children's enjoyment of their human rights online. The European Union's General Data Protection Regulation (GDPR), meanwhile, will be more protective but does not extend to practices beyond the borders of its member States, despite those borders not existing in the digital realm. The absence of strong, cohesive international regulation of digital advertising practices is in itself a barrier to progress in this field.

Having said that, regulation also has its limits. In particular, the reliance on consent (by a child or by their parents or guardians) as the key means by which children's data are lawfully processed does

not fully appreciate the complex nature of a child's development, nor does it take account of how parents' digital literacy varies. Too often, consent becomes a convenient way to legitimize practices that neither children nor their parents fully comprehend. It can also ignore the lack of choice available to children caught up in the network effect of particular services or technologies.

An additional limitation to regulation as the driver for change is the difficulty of enforcement, exacerbated by the challenge of scrutinizing effectively the data collection practices of advertising actors. Whereas data protection regimes rely primarily on consumers to report contraventions and independent authorities to investigate reports, in many circumstances children are unlikely to have the agency to contest overreach, or even to understand it.

## Technical

Two major issues arise in this regard – advertising not intended for children may end up being viewed by children, and children may not be identified as children online. In the first case, publishers running child-directed sites and advertisers marketing child-directed products, such as toys, may be more aware of their obligations to ensure that advertising complies with human rights standards.

Marketing that is intended for children must clearly reinforce children’s rights. However, advertisers marketing products not intended for children, which are not targeting children or child-directed websites, may be less likely to consider the impact of their advertising on children. Children may still see and interact with that advertising when, for example, it appears in sites where children should not be or are not normally found, or because they become exposed to advertising through viral campaigns or social networks in which content is publicly shared.

A further challenge arises as children may become exposed to advertising not intended for them because the publisher or advertiser does not know that the viewer is a child. This can happen, for example, when children use the device of a parent or other adult – a frequent occurrence in families that share laptops or phones. It may also happen because children misrepresent their age when signing up to ‘age-gated’ platforms and services. In the absence of requirements for children to always use their real age at every point they access on the Internet – requirements that would raise concerns about children’s enjoyment of privacy and freedom of expression – it is impossible for advertising actors to know definitively when they are collecting personal data from a child or serving advertising to a child.



## 5.2 Building new standards for digital marketing to children

Ultimately, a modern and effective set of standards and benchmarks should aim to establish a technology-neutral and sustainable child rights-friendly approach to digital advertising. This approach should be sufficiently comprehensive to encompass digital advertising directed to children and digital advertising not directed at children and should extend to and provide distinct guidance for adolescents as well as younger children.

There is an opportunity to build on existing standards towards greater protection for children in the context of digital advertising. At a minimum, effective standards would embrace the following recommendations:

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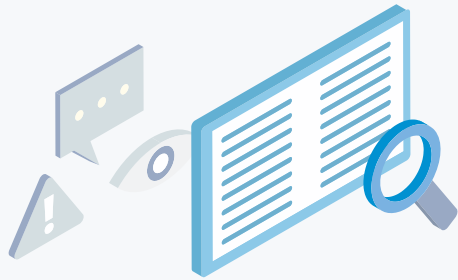
### Means of advertising

- Advertising on sites where children are or desire to be should be child-appropriate. Child-directed products, applications and services should not be advertised on sites where children should not be (such as age-gated sites).
- Children should not be exposed to advertising of foods high in fat, sugar or salt, or age-restricted products.
  - All advertising to children should be identified as such. Branded and immersive environments should be used with caution, and only under circumstances in which children understand that the content is advertising. Children's games should not include advertising.
- Neuromarketing by child-directed products, applications and services should be restricted.
- Targeted/behavioural marketing to young children should be restricted.
- Young children and teenagers as influencers, or the use of influencers for child-directed products, applications and services should be responsibly used.
- Publishers should ensure advertisers have oversight regarding the timing, placement, content and form of their advertising.

### Method of advertising

- All advertising actors should be encouraged to develop a responsible marketing policy that extends protections to children's personal data.
- Teenagers and older children should not be subjected to targeted/behavioural marketing or profiling. In particular, behavioural marketing should be prohibited on child-directed sites, including through the use of third-party cookies.
  - All reasonable measures should be taken at age-gated sites to enforce restrictions on children of a certain age – requiring parental consent for access to services or for the provision of personal data, without creating unfair barriers to children's access to online spaces.
  - Children must be informed of their rights as a data subject in clear and plain language, and in a concise, transparent, intelligible and easily accessible form. They should also be provided with the means to request the erasure of their personal data where it is no longer necessary in relation to the purpose for which it was collected.
- Parents can be better supported to ensure their child's enjoyment of human rights online, by providing parents and children with the opportunities for education about digital advertising, privacy and data protection, and by ensuring that parents have access to resources designed to improve children's digital literacy and critical consumption of online media.

## 5.3 Conclusions



Data protection is one of the primary issues that needs to be addressed in order to respect and support children's rights online. Towards this objective, cooperation among governments is required to establish globally coherent data protection laws and eliminate the jurisdictional gaps inherent in national/regional regulations.

While the GDPR sets a strong framework that should be explored in other jurisdictions, data protection legislation alone is not likely to address all the challenges children face in enjoying their human rights provide sufficiently detailed guidance to advertising actors. Additional instruments such as codes of conduct and advisory opinions issued by data protection authorities may usefully complement data protection law in this regard.

The current business model is not necessarily conducive to placing children's rights first. The different roles, objectives and responsibilities of actors, as well as the evolving requirements for best approaches to protect children, make

changing policies and practices a difficult process that will need investments over time. In the long run, however, industry as well as government can develop initiatives to ensure that the Internet facilitates, rather than restricts, the enjoyment of human rights. For example, the perception that digital marketing to children is necessary to generate the financial resources to support positive, diverse and engaging content for children could be supplanted with an initiative to promote the development of non-commercial content – created for and by children and young people – by the public sector and in partnership with business.

Considering alternative business models that do not rely on data-driven digital advertising should be an important part of this conversation.

As stated by Tim Berners-Lee, *"We must work together with web companies to strike a balance that puts a fair level of data control back in the hands of people, including the development of new technology ... and exploring alternative revenue models like subscriptions and micropayments."*<sup>37</sup>

While advertisers and brands that market specifically to children are most likely to have taken positive steps to align their digital marketing practices to human rights or ethical standards by, for example, deploying

a responsible marketing policy, publishers are also shifting towards more active engagement. Motivated in part by the brand safety debate, some major publishers have committed to enforcing advertising controls and investing in improving advertisers' ability scrutinize impressions.

Beyond their individual role in the digital value chain, corporate stakeholders should be encouraged to share best practices, especially when it comes to technological solutions, and establish or bolster mechanisms to quickly scale up these learnings. They can also use best practices to improve standards across the digital marketing chain for better content, platforms and digital infrastructure, as well as engage with industry associations, standard-setting bodies and regulatory authorities to work on metrics that track performance based on children's rights.

By creating a shared vision and identifying different steps along the value chain that safeguard the full range of children's rights, it will be possible to achieve results. More research will be needed to understand exactly how children's rights can be more fully respected – and a continued effort is essential to strengthen government regulations, while working with companies across the digital ad chain to create policies and processes that are effective for children, business and society.



# Annex 1 | Glossary



**children** – all persons under age 18, as defined by the Convention on the Rights of the Child

## Advertising actors

**ad agency** – companies that conceptualize and produce advertising on behalf of advertisers; many ad agencies encompass other functions such as data brokerage and analytics, and some incorporate an agency trading desk

**ad network** – an entity that collects inventory from a range of publishers and bundles it together to sell to advertisers; most ad networks offer specific audience segments (inventory targeted to reach a particular interest group, behaviour or demographic, including age); ad networks may sell inventory through ad exchanges

**ad tech** – the technologies used by advertising actors to buy and sell advertising; ad tech encompasses demand- and sell-side platforms, ad exchanges and data management platforms

**advertiser** – a brand, service or other commercial entity that places advertisements in order to reach customers

**data brokers** – companies that supply data or inferences about people gathered mainly from sources other than the data subjects themselves; data brokers are also called 'data services', 'data aggregators' or 'data analytics' firms

**publisher** – the owner of ad inventory, including websites, social networks, mobile platforms and media

**verification vendors** – companies that assist advertisers in verifying the impressions and data associated with them

## Advertising technology and terms

**ad exchange** – a platform that facilitates real-time bidding by advertisers for available ad impressions; the price of an impression is determined by what the advertisers are willing to pay for it; ad exchanges integrate with demand-side platforms

**ad inventory** – the amount of ad space a publisher has available to sell to advertisers

**ad server** – a platform that stores and delivers digital ads to web browsers or mobile apps, and provides reports on the performance of those ads

**cookie** – data that are placed on a user's device to enable companies to uniquely identify users across websites and technologies, in order to create a profile of user behaviour and interests for the purpose of marketing; first-party cookies are those inserted by publishers to collect data about users' behaviour or by advertisers that operate their own sites; third-party cookies are those inserted by entities other than the operator of the site to collect data about users' behaviour

**data management platform** – a platform used by advertisers, agencies and publishers to manage and merge user data, such as cookies; they can also be used to integrate and combine a variety of other data sources

**demand-side platform** – automated software designed to enable advertisers to purchase digital advertising inventory, including from multiple ad exchanges

**impression** – every time an ad loads onto a website, an ‘impression’ occurs; some impressions are more valuable than others, depending on what website it appears on, its relevance and the likelihood that a user will click through to view the ad

**paid, owned, shared and earned media** – some in the digital advertising industry distinguish between media paid for by the advertiser, media owned by the advertiser (such as its own website or Facebook page), media shared between the advertiser and a social media platform, and media that is earned by the advertiser, in that it is initiated by the advertiser but subsequently appropriated by users, such as influencers

**personal data** – any information relating to an identified or identifiable natural person, including identifiers such as a name, an identification number, location data, an online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person

**sensitive information** – personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership; genetic data, biometric data concerning health or data concerning a private individual’s sex life or sexual orientation

**supply-side platform** – also known as a ‘sell-side platform’, is a technology platform to enable publishers to manage and sell their ad inventory

### Advertising practices

**advergame** – an online game specifically created by an agency to promote a product, brand or service

**advertising and marketing** – recognizing that advertising is in fact a component of marketing, for the purpose of this discussion paper the two terms are used interchangeably to refer to the activity of promoting, communicating or praising a commercial product, brand or service in order to induce people to buy or use it; the terms ‘digital advertising’ or ‘digital marketing’ refer to the use of digital media to promote, communicate or praise commercial products, brands or services

**contextual advertising** – advertising on a website that is relevant to the content on a particular web page, rather than to the behaviour of the user visiting the website

**native advertising** – advertising that is camouflaged as editorial content, with the intention of ensuring the ad experience follows the natural form and function of the online experience in which it is placed

**neuromarketing** – advertising that employs the methods of neuroscience to trigger subconscious and emotional responses

**online behavioural advertising** – advertising targeted to individuals on the basis of their behaviour across websites or devices, using personal data, cookies or other user data

**online influencers** – individuals who are compensated financially or in kind for their endorsement of a particular product, brand or service by the advertiser

**programmatic advertising** – the automated buying and selling of advertising using ad tech; programmatic advertising takes one of four forms: (1) private marketplace, a real-time auction model open to an invited group of buyers; (2) open marketplace, a real-time auction open to any buyer; (3) programmatic guaranteed, which is a non-auction model with a fixed cost and guaranteed inventory; and (4) preferred deal, a non-auction model with a fixed price but no guaranteed inventory



## Annex 2 | Visualizing the digital marketing value chain

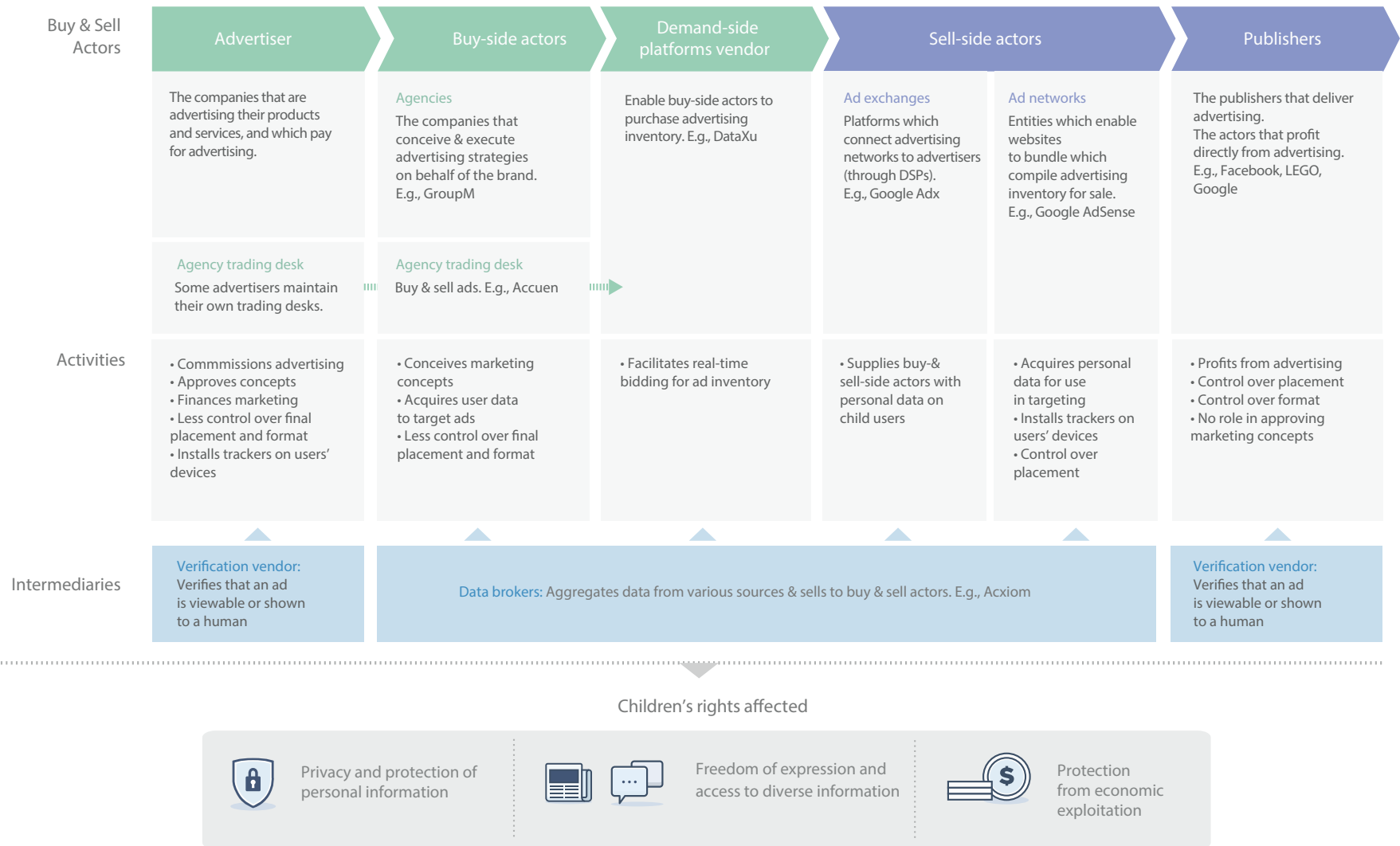
Current context

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