



crownpeak

Ad Notice

Generating a New Notice and IBA Tags

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Accessing your Account

The URL to manage privacy and compliance for Interest Based Advertising (IBA) is <http://privacy.evidon.com/>. After logging in your username and company will be displayed in the right top corner.

The screenshot shows the Evidon user interface. At the top, there's a dark header with the EVIDON logo, user name "Denise Duncan", and a dropdown menu. Below the header, a navigation bar has "AD NOTICE" selected, with other options like "Ad Notices", "Ad Notice Report", and "Ad Notice Opt Out Report". Underneath is a sub-navigation bar with "Notices" and "Drafts" tabs, and a "New Ad Notice" button. A search bar labeled "Find ad notice" is also present.

The User Interface

Once you've logged in, you will be able to see the different products that you have with us including Universal Consent, Ad Notice, and App Notice.

For each product, you will be able manage your notices, configure their look & feel, and access the reporting associated with those notices.

Make sure you are working under the Ad Notice section of the user interface. You can do so by clicking on **Ad Notice** in the top left corner of your screen.

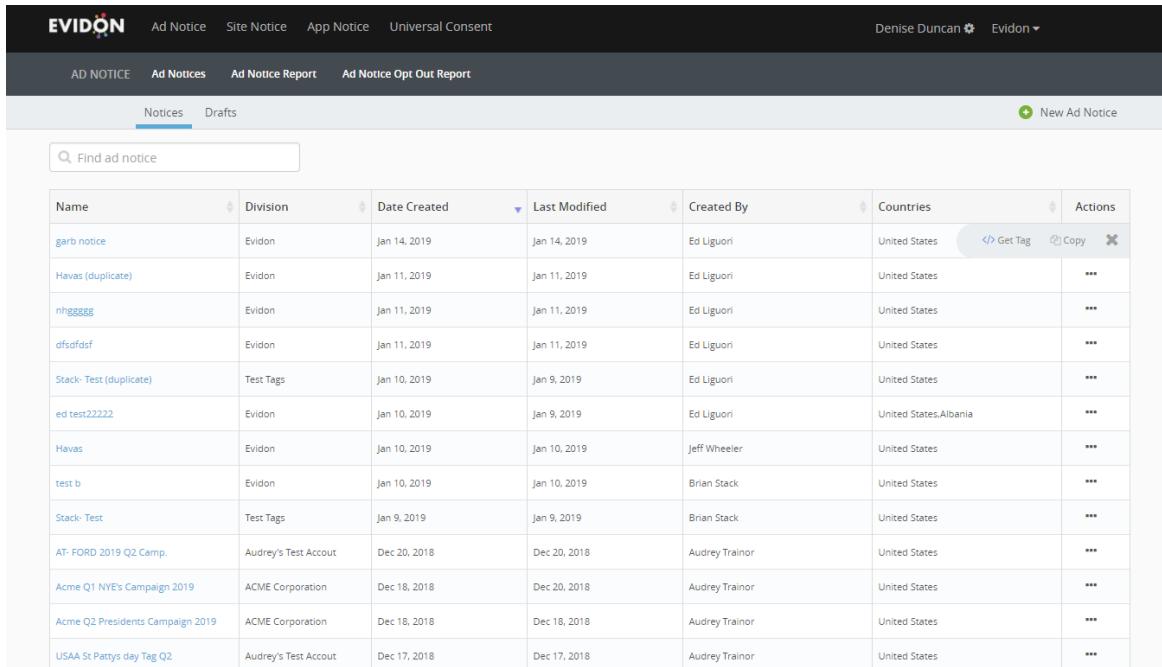
In this guide, we'll create an Ad Notice and generate an IBA tag.

Managing Notices

After selecting Ad Notice, you'll land on the Notices screen and see the notices your team has created.

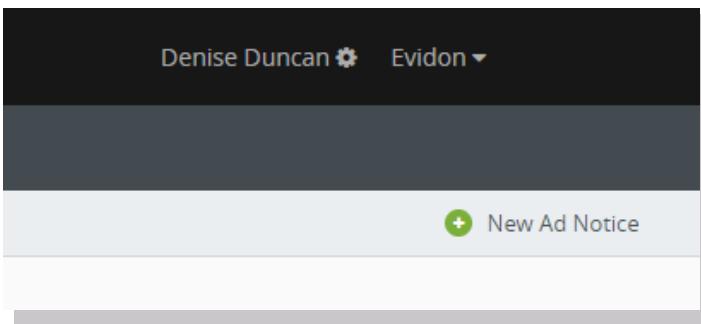
The table shows the name of the campaign, the division it was created under, the notice creation and last modified dates, and the countries where campaigns are running.

Also, from here you can select the ellipsis to generate a tag or copy a notice.

The screenshot shows the "Notices" screen under the Ad Notice tab. It displays a table of notices with columns for Name, Division, Date Created, Last Modified, Created By, Countries, and Actions. Each row has an ellipsis icon in the Actions column. The table lists various notices such as "garb notice", "Havas (duplicate)", "nhsaaaa", "dfsafdsf", "Stack- Test (duplicate)", "ed test22222", "Havas", "test b", "Stack- Test", "AT- FORD 2019 Q2 Comp.", "Acme Q1 NYE's Campaign 2019", "Acme Q2 Presidents Campaign 2019", and "USAA St Party's day Tag Q2". The "Actions" column includes links for "Get Tag" and "Copy".

How to Create a Notice

To create a brand-new notice, select **New Ad Notice** in the top right corner of the screen. There are six steps to create a notice – Setup, Icon, Vendors, Overlay, Opt-out and Preview.



Setup

When setting up your notice, first you'll add information like name, division and server. Then you'll select the target countries.

First, pick a name for the campaign that accurately describes it. For example, if you are running an ad in Q4 for Nike you may want to name it "NFL Sunday Q4 Nike". Also, create only one notice per campaign to provide granular insight and greater control to your IBA campaigns.

Next, select the **Notice Division**. The divisions are found on the right-hand side and can be selected via the drop-down menu. Your administrator or CSM can add new divisions as needed.

Fill out the **Advertiser Name**. This is who you will be running a campaign for on their behalf. Often this is the same name as the division. Based on our previous example, you would name "Nike" as the advertiser of this campaign.

To complete the settings, select your **Primary Ad Server**. You can do so by scrolling through the drop-down menu or begin typing to see recommendations populate. Here DoubleClick is selected as the Ad Server.

My campaign

1. Setup

2. Icon

3. Vendors

4. Overlay

5. Opt-out

6. Preview

Next >

Settings

Name

My campaign

Primary Ad Server

DoubleClick

Notice Division

Evidon

Advertiser Name

Evidon

Billing Code

Target Countries

The default country and language will be displayed when the user's country or language cannot be detected or has not been defined in the notice.

Country

Albania

2 Selected Countries

• default country

United States	English	...
Canada	Canadian English	...

Language

English

Add

Now, select the **Target Countries** where the campaign will run. By default, the United States is selected with a default language of English. If you are running an international campaign, select the countries and the corresponding languages from the drop-down on the left. To remove a country, click on the ellipsis next to the country's language. From here, you can select **Delete** to remove the country and language or **Make Default** to make that country and the corresponding language the default setting for the notice.

Once complete, select the **Next** button to move onto the **Icon** screen.

Icon

In this step, you'll choose how your icon appears and where it sits on the advertisement. By default, these settings adhere to AdChoices best practices. The **Display Style** will be set to Normal (industry default). This displays the AdChoices icon along with the words AdChoices in the top right corner of your advertisement.

The screenshot shows the Evidon Ad Notice Digital Governance V1 interface. At the top, there are navigation links: AD NOTICE, Ad Notices, Site Notice, App Notice, and Universal Consent. On the right, there are user profile links: Denise Duncan, Evidon, and a dropdown menu. Below the header, a breadcrumb navigation shows: AD NOTICE > Ad Notice Report > Ad Notice Opt Out Report. The main content area is titled "My campaign". A progress bar at the top indicates the current step: 1. Setup (green), 2. Icon (blue, currently active), 3. Vendors, 4. Overlay, 5. Opt-out, and 6. Preview. Below the progress bar, a sub-header says "Configure the Icon". The configuration section includes:

- Icon Type:** A radio button group where "AdChoices" is selected (indicated by a checked checkbox) and "Generic Icon" is unselected (indicated by an empty checkbox).
- Display Style:** A dropdown menu set to "Normal (industry default)".
- Position:** A visual preview of the icon's placement on a grid-based advertisement. The icon is located in the top right corner of the first column. To the left of the preview, there are input fields for "X-Offset (px)" (0), "Y-Offset (px)" (0), and "Delay (sec)" (0). Sliders for "Opacity" (70) and "Grayscale" (30) are also present.
- Preview:** A larger preview window on the right labeled "Advertisement" showing the AdChoices icon in the top right corner.

If you prefer not to use the default, there are two additional display options – Expandable and Icon.

The *Expandable* option initially displays just the AdChoices icon. Once a user interacts with the icon, it expands to display as the normal display. Although this option is not used as widely as the default, it is still viewed as compliant within the industry.

The *Icon only* option looks the same as the expandable option, but it won't roll out to display AdChoices even if a user interacts with the icon. The icon only option has very limited ad size support. The only time this option should be leveraged is the icon itself would cover up 10% or more of the creative real estate on the advertisement. It's always best to leverage the expandable option.

Once you confirm your preferred display style, move on to the icon position. It is best practice to have the icon displayed in the top right-hand corner, but it can sit anywhere on the ad.

By clicking the tiles on the left-hand side, you can easily move the icon into each corner. In the example below, the icon was moved to sit in the top left-hand corner of the advertisement.

The screenshot shows the Evidon Ad Notice Digital Governance V1 interface. At the top, there's a navigation bar with links for Ad Notice, Site Notice, App Notice, Universal Consent, and user information for Denise Duncan. Below the navigation is a secondary header with links for AD NOTICE, AD NOTICES, AD NOTICE REPORT, and AD NOTICE OPT OUT REPORT. The main content area is titled "My campaign". A progress bar at the top indicates the current step is "2. Icon". The main panel is titled "Configure the Icon". It includes sections for "Icon Type" (selected: AdChoices), "Display Style" (Normal (industry default)), "Position" (visual preview of a blue AdChoices icon in the top-left corner of a dark advertisement box), "X-Offset (px)" (0), "Y-Offset (px)" (0), "Delay (sec)" (0), "Opacity" (70), "Grayscale" (30), and "Advertisement" (text label). Navigation buttons for "Previous" and "Next" are located at the bottom right of the panel.

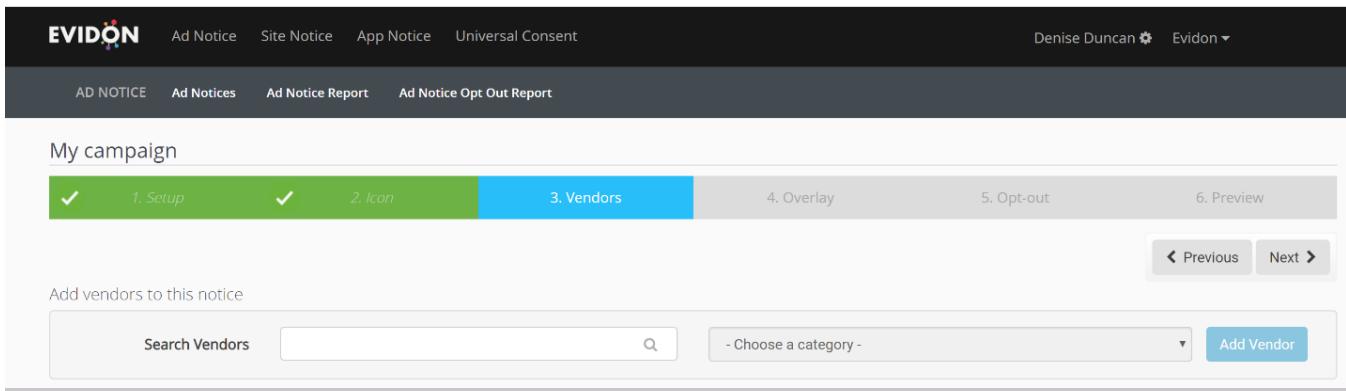
You can also offset the icon position by entering values in the corresponding x and y axis. As you begin to enter a value or click the button, you will see the icon position move in real time. Typically, you will not need to use these settings unless you have busy creative and need to move the icon, so it is visible.

This screenshot shows the same interface as above, but with the X-Offset (px) value set to -110. The visual preview on the right now shows the blue AdChoices icon shifted to the bottom-left corner of the advertisement box. The other settings remain the same as in the previous screenshot.

The delay option is only used when trafficking a video creative. This allows the page and video play to render before calling the tag to the page.

Vendors

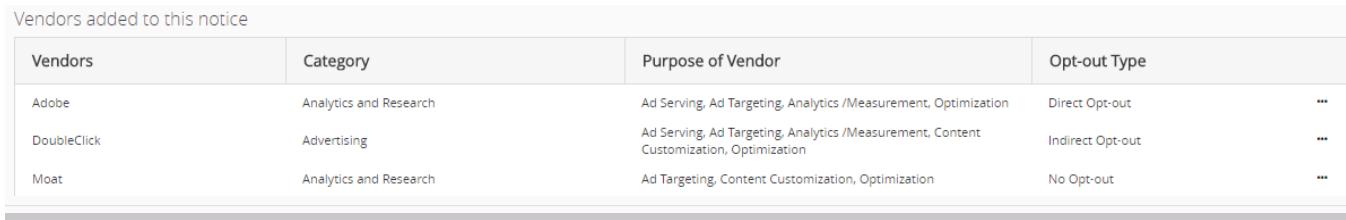
Adding your vendors is probably the most important step. You will add all the 3rd party vendors that you work with to leverage your IBA campaigns. It's crucial to disclose as much as you can with your audience. You should also include the ad server in the vendor list.



The screenshot shows the Evidon Ad Notice interface. At the top, there are navigation links: Ad Notice, Site Notice, App Notice, and Universal Consent. On the right, it shows the user's name, Denise Duncan, and the Evidon logo. Below the header, there are more links: AD NOTICE, Ad Notices, Ad Notice Report, and Ad Notice Opt Out Report. A progress bar at the top indicates steps 1. Setup, 2. Icon, 3. Vendors (which is highlighted in blue), 4. Overlay, 5. Opt-out, and 6. Preview. The main area is titled "My campaign". Below it, there is a section for adding vendors with a search bar labeled "Search Vendors" and a dropdown menu labeled "- Choose a category -". There are "Previous" and "Next" buttons at the bottom of the section.

You can add vendors simply by typing in the search field. Select all the vendors you work with here. If you fail to see a vendor, that means they have yet to be added to our DB. If this occurs, reach out to your CSM to contact the vendor and get them added.

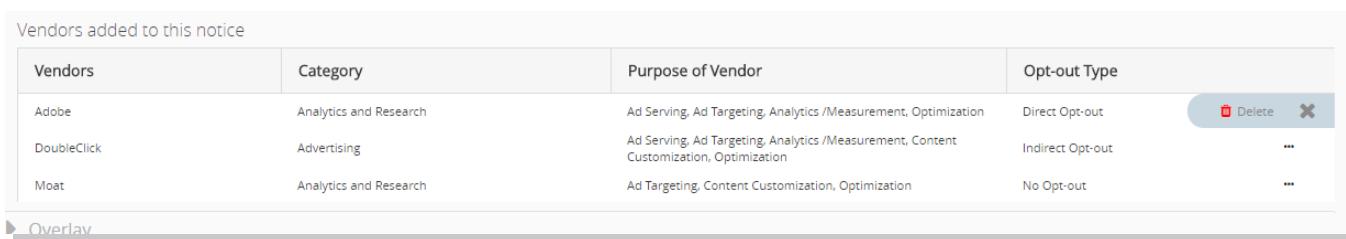
Once you have added all your 3rd party vendors, you will see them listed. The example below uses Adobe, DoubleClick, and MOAT.



Vendors added to this notice				
Vendors	Category	Purpose of Vendor	Opt-out Type	
Adobe	Analytics and Research	Ad Serving, Ad Targeting, Analytics /Measurement, Optimization	Direct Opt-out	...
DoubleClick	Advertising	Ad Serving, Ad Targeting, Analytics /Measurement, Content Customization, Optimization	Indirect Opt-out	...
Moat	Analytics and Research	Ad Targeting, Content Customization, Optimization	No Opt-out	...

You can now see the Vendor, its category, purpose, and opt-out type. If a vendor is associated with more than one purpose, the drop-down menu will require you to select the corresponding category. A vendor such as Adobe has many functions, from analytics to advertising. Please be sure to select the proper category for the vendors you're leveraging.

To remove a vendor, or remove and update one to the correct purpose, click the ellipsis on the right-hand side of the page and select **Delete**.



Vendors added to this notice				
Vendors	Category	Purpose of Vendor	Opt-out Type	
Adobe	Analytics and Research	Ad Serving, Ad Targeting, Analytics /Measurement, Optimization	Direct Opt-out	Delete X
DoubleClick	Advertising	Ad Serving, Ad Targeting, Analytics /Measurement, Content Customization, Optimization	Indirect Opt-out	...
Moat	Analytics and Research	Ad Targeting, Content Customization, Optimization	No Opt-out	...

Overlay

In the Overlay screen, you will populate the overlay language. The overlay consists of a brand logo, language educating the user on how the ad was selected for them, educational links on IBA, and a link to your privacy policy. The example below has our logo and our default recommended language.

The screenshot shows the Evidon platform's 'My campaign' section. At the top, there are navigation links: Ad Notice, Site Notice, App Notice, Universal Consent, and a user profile for Denise Duncan. Below this is a secondary navigation bar with AD NOTICE, Ad Notices, Ad Notice Report, and Ad Notice Opt Out Report. The main area is titled 'My campaign' and shows a progress bar with six steps: 1. Setup (green), 2. Icon (green), 3. Vendors (green), 4. Overlay (blue, currently active), 5. Opt-out (grey), and 6. Preview (grey). Step 4 is titled 'Overlay for United States, English'. It includes a 'Countries' dropdown set to 'United States' (marked with a red dot) and a 'Notice Message Template' section. This template contains a checked checkbox for 'Use and configure the Overlay' and a 'Definitively IBA (interest-based advertising)' radio button. Below these are sections for 'Overlay Links' (with 'What is interest-based advertising' checked) and 'Logo' (showing the Crownpeak logo). To the right, there is a preview window showing a sample overlay with the Crownpeak logo, a message about being matched based on interests, and links for more information, opt-out, what is IBA, and privacy controls. There is also a note about serving the overlay through a mobile tag.

On the left-hand side, you have four notice message templates to choose from. To adhere to the best practices of the AdChoices program you should either leverage the **Definitively IBA** or **Custom** options. You can see the default language in the image above. If you use the custom option, please consult your legal counsel for the appropriate language.

Selecting the **Custom Link** option will allow you to populate an additional field that can link anywhere. However, best practice is to have it redirect to your privacy policy.

In this example, I have enabled the link and redirected it back to Crownpeak's privacy policy.

My campaign

✓ 1. Setup ✓ 2. Icon ✓ 3. Vendors 4. Overlay 5. Opt-out 6. Preview

◀ Previous Next ▶

Countries * default

• United States Canada

Overlay for United States, English

Use and configure the Overlay

Notice Message Template

Definitively IBA (interest-based advertising)
 Uncertain or no IBA (interest-based advertising) usage
 Evidon selected this ad for you
 Custom

Overlay Links

What is interest-based advertising
 Custom Link

Name

Privacy Policy

URL

https://www.crownpeak.com/privacy.aspx

Logo

crownpeak

Change

.png, .jpg, or .gif - min dimensions 115x45px (WxH)

Overlay Links

Display Overlay when served through mobile tag

This is a rough preview of what the overlay will look like. This ad has been matched to your interests. It was selected for you based on your browsing activity. DoubleClick helped Evidon determine that you might be interested in an ad like this.



This ad has been matched to your interests. It was selected for you based on your browsing activity. DoubleClick helped Evidon determine that you might be interested in an ad like this.

[More information & opt-out options](#)

[What is interest based advertising](#)

[Privacy Policy](#)

[Privacy Controls by Evidon, Inc.](#)

Once you have selected the language, you will be required to upload a logo. The logo should be a pixel size of 115x45px. This will clearly and accurately represent the brand who you are running the campaign for. You can use any of the following file types: .png, .jpeg, or.gif.

Opt-out

There are two ways that opt-out experience can be customized to display.

If you do not select the customize check box, you will use the default. The only thing to populate in the boxes will be the vendors and their opt-outs.

The screenshot shows a user interface for managing vendor opt-outs. At the top left is the United States flag icon and the text "Opt-out for United States, English". Below this is a checkbox labeled "Customize the opt-out page for this country". The main area contains a table with three columns: "Ad companies:", "Manage", and "Opt-out". A "Select All" checkbox is located at the top right of this table. Below the table, a placeholder text "List of vendors will appear here" is visible. At the bottom right of the main area is a button labeled "Opt out from selected companies". To the right of the main area, there is a link "Opt out of more companies".

When you select the customize option, you can provide your audience with more insight about their data. You can leverage this default language, or completely customize the experience. If you do wish to use custom language, please consult your legal counsel before doing so. Below you will see the default language used within our opt-out pages.

Customize the opt-out page for this country

Opt-out Message

Heading

How Data Powers Your Experience

Text

You can opt out of any or all of the companies listed below. Opting out does not mean you will stop seeing ads. It means that the company you opt out of will no longer use your data to target ads to you.

Footer Links

Links heading

About interest-based advertising

About the Self-Regulatory Program

What happens when I opt-out?

Learn how interest-based advertising works

Custom Links

Footer

Protect your privacy by Evidon, Inc.

How Data Powers Your Experience

You can opt out of any or all of the companies listed below. Opting out does not mean you will stop seeing ads. It means that the company you opt out of will no longer use your data to target ads to you.

Select All

Ad companies:	Manage	Opt-out
List of vendors will appear here		

Opt out from selected companies

Privacy tools provided by Evidon, Inc.

About interest-based advertising

 [About the Self-Regulatory Program for Online Behavioral Advertising](#)

[Opt out of more companies](#)

[What happens when I opt out?](#)

[Learn how interest-based advertising works](#)

For campaigns outside of the US, we include the best practices for each country. You can also customize the language of each opt-out to reflect the corresponding country. Also, Ad Notice will change how the opt-out appears, depending on where the notice is being served. The example below shows a notice configured for Canada. For Canada, for example, you will be required to upload a logo of the advertiser to customize the opt-out.

My campaign

✓ 1. Setup ✓ 2. Icon ✓ 3. Vendors ✓ 4. Overlay ✓ 5. Opt-out 6. Preview

◀ Previous Next ▶

Countries • United States • Canada

Opt-out for Canada, Canadian English

Customize the opt-out page for this country

Desktop Experience

Use default experience

Logo

crownpeak

.png, .jpg, or .gif - min dimensions 115x45px (WxH)

Mobile Web Experience

Use default experience

Use custom click-through link

Mobile App Experience

Use default experience

Use custom click-through link

Opt-out Message

Heading

Cookie Consent Tool

Text

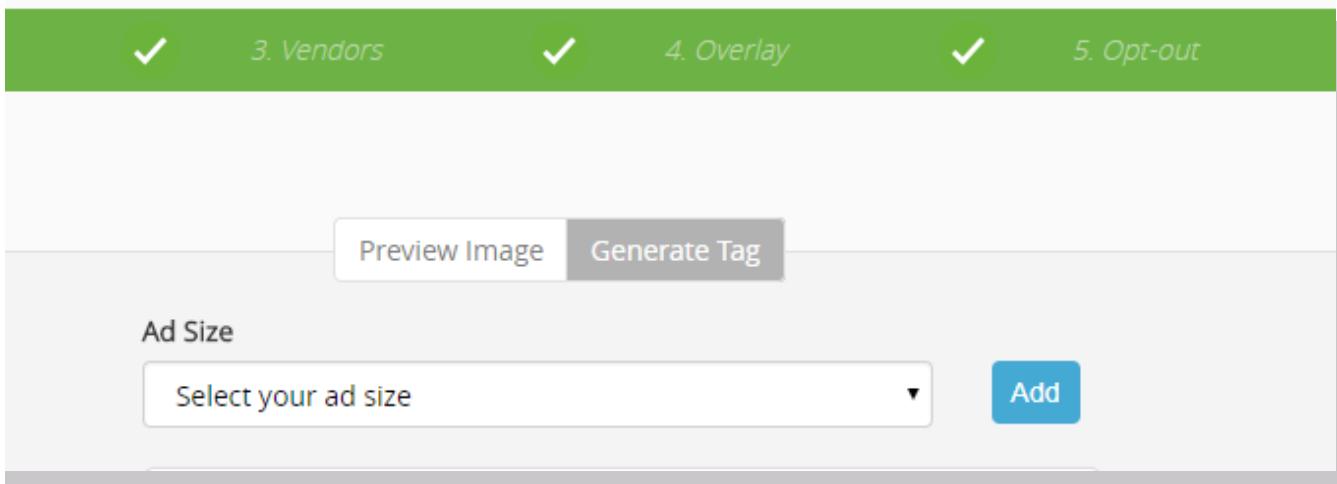
[Custom Name] is committed to protecting your privacy. To learn more about our data policies, please visit our privacy policy. Use the tool below to find out which companies may be storing or accessing information via this ad, for what purposes, and to consent to those practices. Click on the links below to

Privacy Policy URL

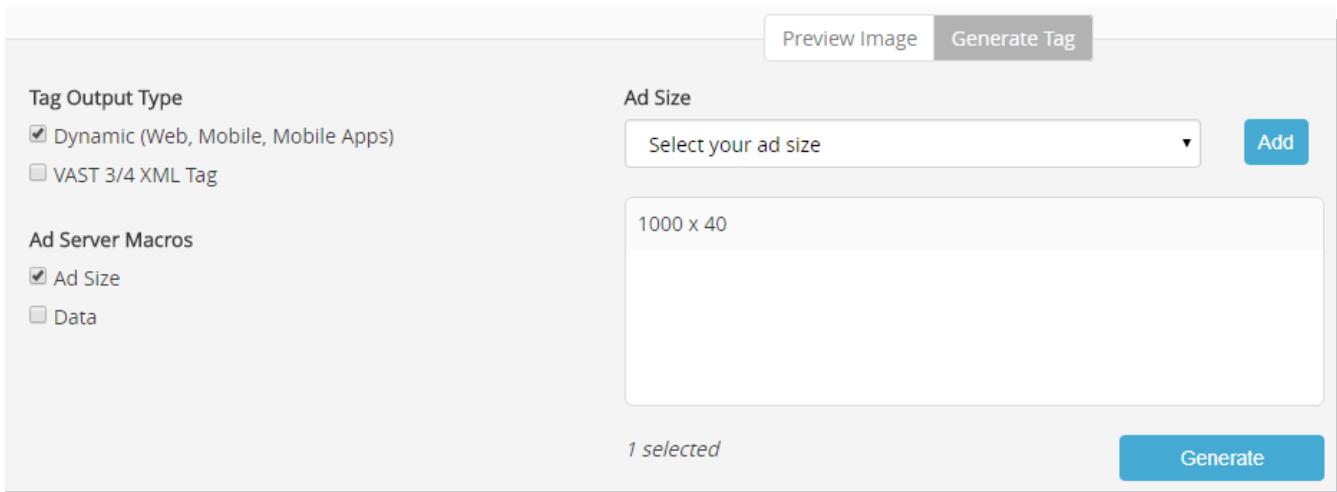
Preview and Generate your tag

Once you have completed these screens, preview to make sure it matches your visual requirements.

Select the **Generate Tag** tab to populate the tags.



Select your ad size. If you are leveraging DCM, please be sure to select the ad Size Macro found on the left-hand side of the UI. This will prevent you from manually having to update the tag size when trafficking the campaigns. After selecting the ad size, and macros if applicable, generate our tags. The tag below is our standard Dynamic tag. This tag will be leveraged on all your standard display media, HTML 5, native ads, and more. This tag should be used when you are not running a video campaign.



Select the generate button, after you confirm you have an ad size selected and the appropriate macro. Our dynamic tag will then generate and be displayed.

Tag Snippet

Download Copy

Dynamic (Web, Mobile, Mobile App) - 1000 x 40

```
<!-- Ghostery Enterprise tag Campaign: Name Your Campaign Accurately: GroupM POV Client ID: 242 Notice ID: 114544 Ad Size: -->
<script type="text/javascript" src="http://c.evidon.com/durly.js?;coid=242;nid=114544;ad_wxh=%psz=!;;"></script>
```

When you run video campaigns on VAST 3.0/4.0 inventory, be sure to select the VAST 3/4 XML Tag. Follow the same steps as above and hit the generate button. You will now see a much longer string of code. This is what you will traffic for your VAST IBA campaigns.

Finally, select **Finish** to save your notice.

Download your Tag

You have now completed configuring your Ad Notice tags to use across your IBA campaigns. Select the Download button to download and send it out to the appropriate parties. The downloaded tag will come in a CSV format.

Congratulations and good luck with your campaigns. Thank you for using Evidon as your compliance provider.

