



# Policy Focus

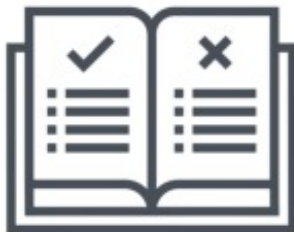
Dear ,

Welcome to the April 2017 edition of Policy Focus! This month, we cover the IAB's response to the ICO's draft GDPR guidance on consent, our new video on improving brand safety and new CAP guidance on media placement rules to protect children from being targeted with age-restricted ads.

As ever, if you want to know more check out our [Digital Advertising Policy Guide](#) and our [policy issues hub](#).

If you have any questions or queries, please email our policy team at [policy@iabuk.net](mailto:policy@iabuk.net).

**Christie Dennehy-Neil, Senior Public Policy Manager**



## IAB responds to ICO's GDPR consent guidance consultation

The Information Commissioner's Office (ICO), the UK's data protection regulator, has consulted on its [draft guidance](#) on consent under the GDPR, which will apply in the UK from May 2018. The guidance sets out the ICO's recommended approach to compliance and what counts as valid consent.

The [IAB's response](#) calls for the guidance to take into account digital advertising's complex business models; asks for clarification of some key aspects of obtaining consent; and identifies areas where additional guidance is needed.



## Improving brand safety

It's important that brands have the tools to protect their reputations online and avoid their ads being placed against inappropriate content.

To help advertisers keep their brands safe we've made [a short video](#) outlining ways to ensure that the right ad appears in the right place, at the right time – such as working closely with your media-buying

partners to agree where ads should or shouldn't appear, and choosing advertising partners who [commit to the DTSG good practice principles](#).

We've also published a quick [brand safety Q&A](#).



## New CAP guidance on media placement for age-sensitive ads

The UK's self-regulatory advertising rules (the [CAP Code](#)) prohibit ads for alcohol, gambling and – from July 2017 – [HFSS food and drink](#) from being targeted at children (under-16s for HFSS products; under-18s for alcohol/gambling).

To help marketers understand what the rules mean in practice, the Committee of Advertising Practice (CAP) has published [new guidance on media placement of ads for age-sensitive products](#) which explains how marketers can make sure that they target their ads appropriately and responsibly.



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