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Internet  
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# Policy Focus

Hi there,

Welcome to the June edition of Policy Focus!

This month, the IAB wants your views on Brexit, CAP publishes new guidance on children and advertising and we respond to consultations relating to the GDPR. As ever, if you want to know more check out our [Digital Advertising Policy Guide](#), see our [policy issues hub](#) or contact the team on [policy@iabuk.net](mailto:policy@iabuk.net).

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



## Brexit survey – your views needed!

Last November, the IAB – together with the Advertising Association (AA) – ran a survey to gauge initial industry reactions to Brexit. We're now carrying out a [follow-up survey](#) to explore in more detail how Brexit will impact on the employment, investment and business opportunities of member companies. Please take a few minutes to share your views with us – they'll really help us to assess our sector's priorities in order to inform government policy. Responses will be treated confidentially and aggregated before analysis.

## New CAP guidance on children and advertising

Protecting children is a key focus of the [Committee of Advertising Practice \(CAP\) Code](#), the UK's self-regulatory advertising rules. CAP has recently



published new guidance on **Children’s critical understanding**, which identifies situations when certain types of ads aimed at under-12s may need ‘enhanced disclosure’ so children can recognise them as ads. CAP has also issued guidance on **Children and age-restricted ads online**, reminding marketers of the placement rules for age-restricted ads and the methods they can use to target ads responsibly.



## IAB responds to two GDPR-related consultations

We’ve responded to two recent consultations on the General Data Protection Regulation (GDPR), which applies in the UK from May 2018. The Information Commissioner’s Office requested feedback on its initial thoughts on profiling and the IAB’s **submission** highlights concerns over the GDPR’s broad interpretation of profiling. Our **response** to the Department for Culture, Media and Sport **consultation on GDPR derogations** (areas of the legislation where Member States have flexibility) emphasised the importance of maintaining a pragmatic approach to enforcement and argued that the age of consent for data processing should be set at 13, not 16.



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