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Internet
Advertising
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UK

Policy Focus

Dear ,

Welcome to the March 2017 edition of Policy Focus! This month, we cover the IAB's response to the House of Commons fake news inquiry, CAP disclosure guidance for affiliate marketing and the Government's Digital Strategy.

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.

Christie Dennehy-Neil, Senior Public Policy Manager



IAB responds to Select Committee fake news inquiry

The IAB has submitted [evidence](#) to the House of Commons Culture, Media and Sport Select Committee's fake news inquiry and on 14 March our CEO, Jon Mew, attended an industry roundtable with Matt Hancock MP, Minister for Digital and Culture on news consumption and fake news. Our contributions to the debate focus on explaining how programmatic advertising works and how [existing brand safety mechanisms](#) could potentially be used to give advertisers choice and control over buying ad space on news sites – if there are robust and objective ways to identify fake news.

CAP publishes disclosure guidance for affiliate marketing

The Committee of Advertising Practice (CAP), the self-regulatory body that sets the UK advertising rules, has published new [guidance](#) for marketers on disclosing affiliate marketing. The IAB provided input to the guidance, which is aimed at ensuring



that brands and social influencers understand the rules that require advertisers to make clear if something is advertising. The guidance recognises that while in some cases this will be clear from the context, in others additional disclosures are needed.



Government Strategy recognises importance of digital sector

The Government has unveiled its **Digital Strategy**, outlining how it plans to continue to develop the UK's world-leading digital economy. Most relevant to the advertising industry are the sections on **infrastructure, skills and inclusion** and **making the UK the best place to start and grow a digital business**. The strategy reiterates the Government's intention to implement the **General Data Protection Regulation** by May 2018 and its commitment to securing the status of EU nationals employed in the UK as part of the Brexit negotiations.



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IAB UK | 67-68 Long Acre, London, WC2E 9JD

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