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Policy Focus

Hi there,

Welcome to the May 2017 edition of Policy Focus! This month, we take a look at the IAB's new GDPR compliance checklist and 'Quick Q&As', plus the FTC's action in the U.S. on disclosure.

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 publishes GDPR compliance checklist

The General Data Protection Regulation (GDPR) will apply from 25 May 2018, leaving companies just over 12 months to get ready for the new rules. The IAB has produced a [12-step checklist](#) to help digital advertising businesses get to grips with the key areas we think are important in preparing for implementation. The idea is to use the list as a starting point for your compliance journey and we will update it as more of the 'unknowns' become clear. If you have any feedback or GDPR-related questions, email us on policy@iabuk.net.



New bitesize overviews of digital advertising's most important issues

Need a quick fix on some of the biggest questions facing the digital advertising industry? The IAB has put together a [series of Quick Q&As](#) on issues ranging from privacy to brand safety and adblocking. Each handy Q&A explores a particular industry issue and outlines who's affected, what the IAB is doing to help address it and what to expect

next. Check out the full set [here](#).



FTC reminds influencers of disclosure responsibilities

The Federal Trade Commission (FTC), the U.S. consumer protection regulator, recently [wrote](#) to social media influencers and marketers reminding them that they must properly disclose the commercial nature of their posts when promoting or endorsing products through social media. The [letter](#) explains that, if a 'material connection' exists between an influencer and brand, this must be 'clearly and conspicuously' disclosed. The FTC's action comes shortly after the Committee of Advertising Practice (CAP), the body that writes the UK Advertising Codes, issued [similar guidance](#) on disclosure in affiliate marketing.



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