

## ICO consultation on the draft Impact Assessment Framework

### IAB UK Response April 2023

1. In our response to the ICO's 2025 strategy, the IAB welcomed the ICO's commitment to conducting Impact Assessments (IAs), provided that these considered economic and competition impacts in full.
2. We have also previously encouraged the ICO to engage closely with industry, for example in relation to the Information Commissioner's Opinion on proposals that impact online advertising.
3. We were therefore pleased to see that the ICO's draft IA Framework is comprehensive, rigorous and balanced and specifically identifies potential economic and competition impacts as key factors that will be considered.
4. We also welcome the proposed approach to stakeholder engagement, i.e. ensuring that stakeholder engagement is at the heart of the impact assessment process.
5. As such, the IAB fully supports the ICO's approach to the Impact Assessment Framework and we look forward to working with the ICO and feeding into relevant IAs for work that has an impact on the digital advertising industry.

