



Framework for a Better Ads Experience Program

The Coalition for Better Ads (“CBA”) will launch a Better Ads Experience Program (“Program”) to improve the online advertising experience for consumers and promote marketplace adoption of the Better Ads Standards (“Standards”). The Program will be operated and managed by the CBA.¹ Participation in the Program will be voluntary.

1. **Better Ads Experience Program.** Participants in the Program will include:
 - a. **Certified Companies.** Companies that certify to compliance with the CBA’s Standards and meet other Program requirements will be designated as “Certified Companies.”
 - b. **Implementation Entities.** Browsers and other ad delivery technology companies that meet the Program’s requirements and filter digital advertisements based on the Standards will be designated as “Implementation Entities.”
2. **Multi-Regional.** The Program will reflect the multi-regional character of the CBA.
3. **Better Ads Standards-Based.** The Program will be based on the CBA’s evidence-based Standards, which identify specific ad formats and experiences that are largely unacceptable to consumers. The CBA’s Standards will continue to evolve as market conditions change, and as more data is gathered on company and consumer behavior.²
 - a. **Interpretative Guidance.** Assessment of participating companies’ compliance conducted in connection with the Program will be subject to the CBA’s interpretative guidance for the Standards.
 - b. **Empirical Thresholds.** Assessment of participating companies’ compliance conducted in connection with the Program will be based on measureable, empirical thresholds that establish the frequency of display of ad experiences that do not comply with the Standards. In the initial phase of the Program’s operation, the threshold for non-compliance for web sites

¹ The Coalition intends that this Program will further other important initiatives, such as the measurement through scoring of the adoption of best practices that improve the consumer ad experience.

² To date, the CBA has defined Standards for ad experiences in the desktop and mobile Web environments.

will be measured according to the following percentages of page views assessed:

- i. 7.5% in the first two months following the Effective Date of the Program;
 - ii. 5% in the ensuing four months; and
 - iii. 2.5% in the months thereafter.
- c. **Announcement of Effective Date.** To allow time for market education and awareness, the Program will announce an Effective Date for new Standards at least four months in advance.
- d. **Accreditation and Dispute Resolution Guidance.** Assessment will also be subject to any other guidance for the Standards developed by the Program in connection with its accreditation and dispute resolution functions.

4. **Accreditation of Implementation Entities.**

- a. **General Requirements.** The Program, either by itself or through authorized providers, will accredit Implementation Entities. Implementation Entities must meet relevant Program criteria, which are: adherence to the definitions and interpretations of the Standards by the CBA and other Program thresholds; definitions or guidance for assessment, filtering, and notification to Certified Companies; and dispute resolution.³ During the initial phase of the Program's operation following the Effective Date, the Program may provisionally accredit Implementation Entities, subject to the completion of accreditation within a period to be determined by the Program.
- b. **Implementation Requirements.** In connection with the Program, Implementation Entities:
- i. Will not filter advertisements served to, or by, any Certified Company on the basis of non-compliance with the Standards; and
 - ii. Will implement any filtering in a manner that would avoid capturing advertisements compliant with the Standards, if such an approach is both reasonably practicable on a technical basis and would not result in material impairment of the user experience.

³ "Filtering" is the blocking, filtering, or other obstruction of delivery of ads to a Certified Company.

During the initial phase of the Program's operation, the obligation in section 4(b)(i.) shall be limited to publisher web sites qualified as Certified Companies.

- c. **Loss of Accreditation.** The Implementation Entity's adherence to the Program accreditation criteria will be evaluated by the Program or authorized providers. Implementation Entities will be notified if they are found not to adhere to Program criteria, and the basis for non-compliance will be specified. An Implementation Entity shall have thirty (30) days to cure the specified basis of non-compliance, and if the non-compliance is not cured, the Program may revoke the Implementation Entity's accreditation. The Entity may apply for re-accreditation once the Entity has returned to compliance.
5. **Certified Company Register.** The Program will compile and maintain a register of Certified Companies that: (i) are a member of at least one of the CBA's participating associations, a member of the CBA, or an otherwise interested company meeting Program eligibility requirements; (ii) voluntarily choose to comply with CBA's Standards; and (iii) attest to the same.
- a. **Eligibility Criteria.** The Program will define relevant criteria for the types of companies eligible for certification and for participation by Certified Companies, including adherence to Program determinations with respect to compliance. During the initial phase of the Program's operation following the Effective Date,
 - i. Only web site publishers will be eligible for Certified Company status; and
 - ii. The Program may provisionally designate Certified Companies, subject to their completion of certification requirements within a period to be determined by the Program.
 - b. **Register Availability.** The register of Certified Companies will be made available to support the Program's objectives.
 - c. **Revocation of Certification.** A participating company's status as a Certified Company may be revoked if:
 - i. The company is identified as non-compliant by the Program or an Implementation Entity and notified of such assessment, and

- a. The assertion of non-compliance is uncontested within fifteen (15) days of notice;
 - b. The company does not cure the identified violations within thirty (30) days of notice; or
 - c. The company contests the assertion of non-compliance through the Program's Independent Dispute Resolution Mechanism according to its fixed timetable, non-compliance is confirmed by decision of the Dispute Resolution Mechanism, and the non-compliance is not subsequently cured within thirty (30) days of the decision.
 - ii. The company is non-compliant with other criteria established by the Program.
 - d. **Reinstatement.** A company may apply for re-certification once the company has returned to compliance.
6. **Program Process.** The Program will establish criteria to provide appropriate process for Certified Companies. Such criteria include the following:
- a. **Communication of Lack of Compliance.** Implementation Entities must communicate to any affected Certified Company and the Program any alleged lack of compliance with the Standards. Certified Companies must maintain a designated contact resource for purposes of notification.
 - b. **Timely Resolution.** Any challenge or dispute by a Certified Company to an assertion of non-compliance with the Standards must be resolved in a timely manner, the specifics of which will be defined in the Program's Independent Dispute Resolution Mechanism.
7. **Independent Dispute Resolution Mechanism.** If a Certified Company challenges an assertion of non-compliance, the Program will ascertain through an independent dispute resolution mechanism if there is a failure to comply with the Standards. The Program will define the relevant features of the Independent Dispute Resolution Mechanism, which will include the following:

- a. **Adjudication Process.** An adjudication process where a Certified Company can challenge a claim it has not complied with the Standards;
 - b. **Presentation of Relevant Data.** Allowance for the presentation of data relevant to the assertion of non-compliance by the Implementation Entity, the Certified Company, or by other Program-designated assessment resources.
 - c. **Opportunity to Cure following Dispute Resolution.** If the Program's Independent Dispute Resolution Mechanism determines that there is a lack of compliance with the Standards by a Certified Company, the company will have an opportunity to remediate within a time frame determined by the Mechanism.
 - d. **Removal from Register.** If after the cure period has expired, the Program determines that a Certified Company remains in non-compliance with the Standards, or if an assessment of non-compliance is not challenged or remediated, the Program will remove that company from the Program's register of Certified Companies that otherwise limits Implementation Entities from filtering advertisements.
 - e. **Prevention of Misuse:** The Program may develop additional criteria to prevent misuse of the remediation or dispute mechanisms, including by limiting the frequency of access to such mechanisms by participating companies, and limiting the ability of a Certified Company to bring for review an ad experience that the Independent Dispute Resolution Mechanism has previously reviewed and deemed non-compliant.
8. **Re-certification.** An Implementation Entity will cease all actions based on the Standards with respect to a previously Certified Company as soon as practically possible upon notification by the Program that the company has returned to compliance and has been re-certified.
 9. **CBA Marks Usage.** No company, including any Certified Company or Implementation Entity, may use the CBA's marks or logo without the CBA's written permission. The licensing agreements for Certified Companies and Implementation Entities shall determine the scope of representations concerning participation in, or affiliation with, the Program.