



INTERNET SELF-REGULATION

- **AUTOCONTROL AND DIGITAL ADVERTISING**

AUTOCONTROL's activity also covers **digital commercial communication** that is also guided by [AUTOCONTROL Code of Advertising Practice](#). AUTOCONTROL Technical and Legal Team has also been working on **Copy Advice® reports on digital advertising** and the Advertising Jury has also **resolved claims related to eventual advertising infringements in this medium**.

In the realm of digital advertising self-regulation in Spain, AUTOCONTROL is taking part in several regulation projects and is coordinating its activities with IAB Spain, the Spanish Announcers Association (aea), adigital and the rest of the sector. In this regard, AUTOCONTROL has actively participated, together with the Spanish Data Protection Agency (AEPD) and the associations adigital and IAB Spain, in the development of the first European guide on the use of cookies. The [Guide on the use of cookies](#) (available in Spanish at the moment) is a set of guidelines that will help companies to meet with the current legal requirements.

With regards to European regulation projects related to digital **advertising, privacy and data protection** (behavioural advertising, social networks, etc.), AUTOCONTROL has been participating since 2010 in the European platform created by EASA and the industry, in order to design a self-regulation system that allows reaching a balance between industries' and consumers' interests. And in this framework, the [EASA Best Practice Recommendation on Online Behavioural Advertising](#) was publicly presented on February 14th, 2011. This document is the answer of the European industry (EASA, IAB, WFA and the main European associations of the sector) to the **new challenges posed by behavioural advertising** (mainly, the Privacy Directive related to the use of cookies) and it's supported by the European Commission.

In 2011 and 2012 the European Commission convened this platform, in which AUTOCONTROL has presence, in order to present and evaluate this initiative and to keep it in mind for coming regulation initiatives. The work schedule of the European Commission is maintained in 2013 with the convening of new meetings.

Finally, in the online realm we should highlight the existence of **Confianza Online** Association, founded by AUTOCONTROL and adigital in 2003 by means of self-regulation in the e-commerce and interactive advertising industries. Its main objective is to increase users' trust in the Internet; for this purpose, the **Confianza Online Trust Seal** was created.

- **TECHNICAL AND LEGAL CONSULTING ON THE USE OF COOKIES**

The **review of cookies** through the service **AUTOCONTROL Cookie Advice®** will help you implement your Cookies' Policy in order to **meet the legal requirements** in terms of cookie use provided in **Article 22.2 of the Law of Information Society Services and e-Commerce (LSSI)**.



AUTOCONTROL Cookie Advice[®] service includes a review of the status of the cookies (own and third-party ones) that are installed from a specific website, platform or application; as well as, if explicitly requested by the editor, the review of the clauses of the contracts concluded with third parties, if any, referred to the compliance with the duties of information and request for consent. After the review, the requester will receive a report including the conclusions of the verification, as well as the recommendations for modifications that might be done by the editor, if needed.

As indicated by the **Spanish Agency for Data Protection** (Agencia Española de Protección de Datos or AEPD, the Spanish Data Protection Authority) in the [Guide on the use of cookies](#) (only available in Spanish at the moment) it is recommended to do a **periodical technical and legal review of the cookies** and, in all cases, it should be done when there are **significant modifications** in the website, platform or application in terms of the use of cookies that are installed from their use, or in the Information or Request for Consent policy on the use of cookies.

You can check all the details of the service [here](#)

You can also get more information on the [fees](#) of the service through the **AUTOCONTROL Cookie Advice**[®] team at the telephone number +34 91 309 66 37 or through the e-mail address digital@autocontrol.es

- **DIGITAL CONFIANZA ONLINE TRUST SEAL**

Confianza Online is an Association founded by AUTOCONTROL and adigital in 2003 by means of self-regulation in the e-commerce and interactive advertising industries. Its main objective is to increase users' trust in the Internet; for this purpose, the **Confianza Online Trust Seal** was created. Its main objective is to increase users' trust in the Internet; for this purpose, the **Confianza Online Trust Seal** was created.

This **Seal** allows users to identify those companies that have decided to **voluntarily acquire high levels of ethic compromise and responsibility**, so they deserve a higher trust than those companies that don't have the Seal due to the fact that they don't belong to this Association.

The main objectives of the Association are:

- **To increase consumers' trust** in the use of Internet and new digital media.
- To offer a tool for public and private entities to show their ethic compromise with society and, thus, to earn consumers' trust in the new media.
- Provide consumers and online companies with an **extrajudicial controversy resolution instrument** that is fast, inexpensive and effective.

In Confianza Online's website you can find all the information about this Association, especially the contents related to ethic rules reflected in the Code, the functioning of the extrajudicial controversy resolution mechanisms and methods to control their application and the list of [adhered entities](#).