

ICC POLICY STATEMENT: SAFEGUARDING AGAINST THE MISPLACEMENT OF DIGITAL ADVERTISING

Commission on Marketing and Advertising



ICC Policy statement: Safeguarding against the misplacement of digital advertising

The International Chamber of Commerce (ICC), the world business organization, has a long history of setting standards for business and promoting responsible marketing and advertising. In this regard, the ICC Commission on Marketing and Advertising establishes global best practices through its Consolidated ICC Code, which is then used as a foundation for locally applied self-regulation. Effective self-regulation builds trust with consumers by ensuring advertising that is honest, legal, decent and truthful, and providing quick and easy redress when transgressions occur.

Responsible marketers and advertisers take care in developing their advertising and marketing messages to reinforce consumer trust and confidence in their brands and products. They are also keen to ensure the placement of their advertisements is not harmful to their brand. This means all actors in the online advertising eco-system should work together to take affirmative steps to reduce the likelihood of ads being placed on sites dedicated to either engaging in or facilitating illegal activity, and/or on or around content that an advertiser deems to be harmful. Advertising revenue should not help support illegal activity. Moreover, advertisements of well-known brands on illegal sites can lead consumers to mistakenly believe that the site is legitimate.

To avoid any such consumer confusion and to protect brand reputation ICC recommends the entire online advertising eco-system work to develop self-regulation to address the misplacement of advertisements. An appropriate self-regulatory system should include:

1. Using commercially reasonable efforts and measures to reduce the risk of ads being placed on sites dedicated to either engaging in or facilitating illegal activity, nor on sites that the brand identifies as undesirable for its products/services; and
2. Developing commercially reasonable policies and processes for removing or excluding sites dedicated to either engaging in or facilitating illegal activity from their marketing campaigns and/or services, and the development of an industry-wide standard for expeditiously terminating such non-compliant ad placements.

ICC calls on the advertising eco-system to work together to expeditiously develop such self-regulatory systems to ensure the integrity of advertising online for the benefit of all-- online advertising intermediaries, advertisers and consumers alike.

The International Chamber of Commerce (ICC)

ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world.

The fundamental mission of ICC is to promote open international trade and investment and help business meet the challenges and opportunities of globalization. Its conviction that trade is a powerful force for peace and prosperity dates from the organization's origins early in the 20th century. The small group of far-sighted business leaders who founded ICC called themselves "the merchants of peace".

ICC has three main activities: rule setting, dispute resolution, and policy advocacy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade.

ICC also provides essential services, foremost among them the ICC International Court of Arbitration, the world's leading arbitral institution. Another service is the World Chambers Federation, ICC's worldwide network of chambers of commerce, fostering interaction and exchange of chamber best practice. ICC also offers specialized training and seminars and is an industry-leading publisher of practical and educational reference tools for international business, banking and arbitration.

Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on relevant technical subjects. These include anti-corruption, banking, the digital economy, marketing ethics, environment and energy, competition policy and intellectual property, among others.

ICC works closely with the United Nations, the World Trade Organization and intergovernmental forums including the G20.

ICC was founded in 1919. Today its global network comprises over 6 million companies, chambers of commerce and business associations in more than 130 countries. National committees work with ICC members in their countries to address their concerns and convey to their governments the business views formulated by ICC.

