



# DELIVERY-SPECIFIC INDUSTRY CODES

## ADVERTISING REGULATORY GUIDE

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Advertising outdoor or by email? Using testimonials? Different standards may apply for different delivery methods.

### AM I USING OUTDOOR ADVERTISING TO DELIVER MY AD?

Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage. Ads delivered in these locations are covered by the Outdoor Media Association's voluntary principles that defines the industry's standards for doing business with advertisers and regulators, and its responsibilities towards the community and the environment. You can find the OMA principles [here](#).

### AM I USING DIRECT MARKETING TO DELIVER MY AD?

ADMA is the industry body for the data-driven marketing and advertising industry. The ADMA Code of Practice contains best practice standards for collection and handling of consumers' personal data across multi-channel media marketing. You can find the ADMA principles [here](#).

### AM I USING DIGITAL PLATFORMS TO DELIVER MY AD?

Online behavioural advertising (OBA), also known as interest-based advertising, tries to match the ads consumers see while browsing online with their interests. Advertising and data collection companies do this by placing a cookie on the person's computer. Interest categories, based on the sites visited, are attached to these cookies and can allow advertisers to build up a picture of a persons browsing habits and interests. These interest categories can then be used to deliver ads.

The industry has developed the Online Behavioural Advertising Guideline to help participants deploy Third Party OBA in a way that promotes and maintains consumer confidence. This Guideline lays down seven self regulatory principles for industry when engaged in Third Party OBA:

1. Personal Information and Third Party OBA
2. Providing Clear Information to Users
3. User choice over OBA
4. Keeping Data Secure
5. Careful Handling of Sensitive Segmentation
6. Educating Users
7. Being Accountable

The Online Behavioural Advertising Guideline is available [here](#).

Consider also IAB Australia's range of practice guidelines for ad delivery on digital platforms, available [here](#).

### AM I USING NATIVE ADVERTISING OR TESTIMONIALS TO DELIVER MY ADVERTISING?

Native advertising is paid for content that is assimilated to appear like surrounding editorial content. To ensure that transparency, appropriate disclosure and consumer trust is maintained, IAB Australia and the AANA have developed Native Advertising Principles which are designed to ensure consumers are able to distinguish between what is paid advertising content vs what is editorial content. You can find the Native Advertising Principles [here](#).

Essentially the principles ensures consumer trust is maintained by applying prominent, visible cues that demonstrates in clear language that a commercial arrangement is in place in native ad environments. Types of native advertising or testimonials include, but is not limited to, sponsored content, blogs, branded content, product placement or embedded content.

While the Native Advertising Principles provide guidance on placement and disclosure, it is important to note that the content of native advertising falls within the general definition of advertising in the AANA Code of Ethics standards.

The ACCC has issued guidelines for online reviews for businesses and review platforms. The ACCC has indicated it would be misleading to engage someone to write a review purporting to be an independent customer. Where incentives are offered to customers to encourage reviews they need to be offered equally for positive or negative reviews. The guiding principle is to be transparent about commercial relationships and disclose any incentives or commissions. You can find these guidelines [here](#).

The information contained in this guide is for information purposes only. It should not be considered legal advice or a comprehensive guide to every regulation that applies to advertising or marketing communications. It is not guaranteed to be correct or complete. The purpose of this guide is to help advertisers and marketers gain a basic knowledge of the various regulatory regimes that apply to advertising and marketing communications in Australia.