

**An Coimisinéir
Cosanta Sonraí**



**Data Protection
Commissioner**

Online Behavioural Advertising

17 April 2018


Joint Oireachtas Committee on Communications, Climate Action and Environment



@DPCireland www.dataprotection.ie

What is OBA?

Online Behavioural Advertising (OBA) is a form of targeted advertising which monitors the behaviour of individuals online and shows individuals advertisements based on information collected



How does OBA work?

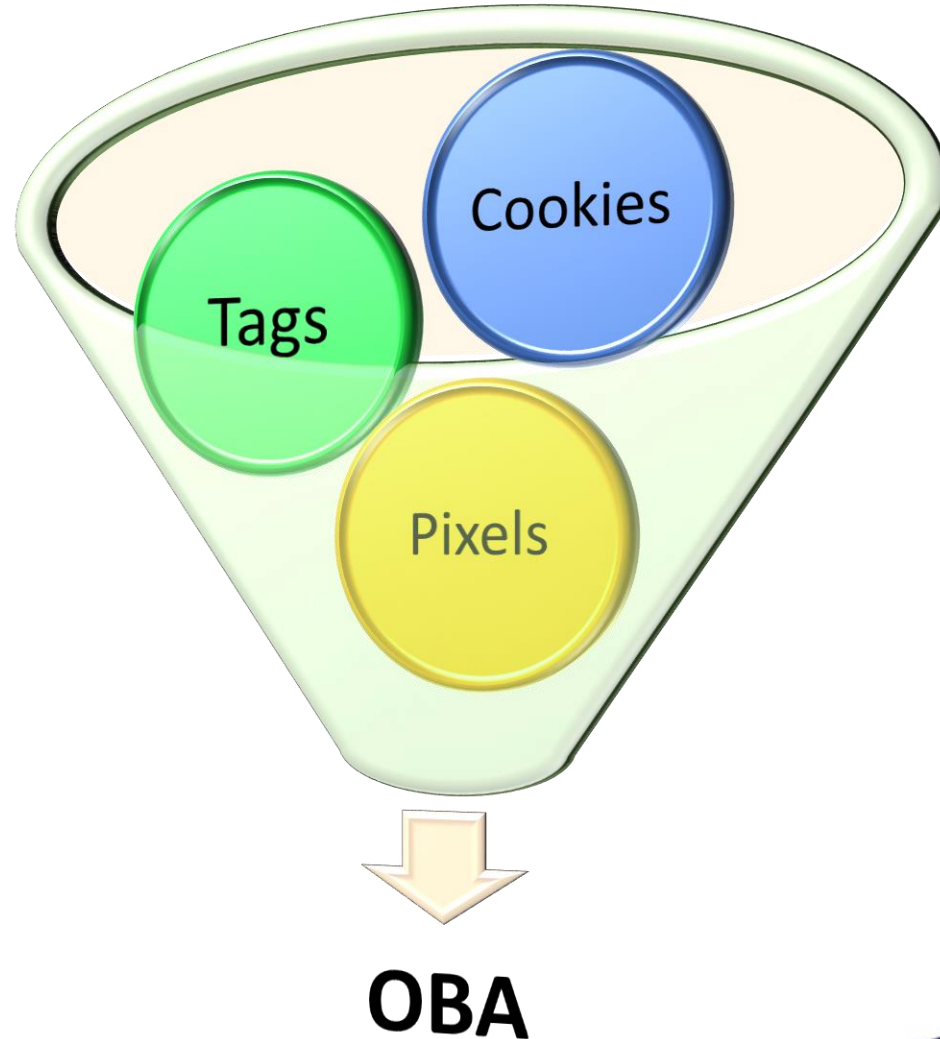


Collection of
personal
information online

Allocated an
“Interest Segment”
based on online
behaviour

Ads displayed on the
basis of your
Interest Segment

How is Personal Information Collected Online



Example of OBA: Interest-based Targeting

Basic Targeting



Ads targeting visitors of a hotels' website

OBA



Ads targeting visitors of a hotel's website who have recently visited websites for spas in the area

How do individuals limit OBA?

- User controls
- Guidance of the Office of the Data Protection Commissioner: Tailoring your Social Media and Advertising Preferences @ <https://dataprotection.ie/documents/PandAPrefs.pdf>

Tailoring your Social Media Privacy and Advertising Preferences

Targeted advertising and social media

If you are a user of social media, you should be aware of how your personal data is used and any controls which are in place to enhance your privacy. The Data Protection Commissioner (the “DPC”) has produced this guidance to assist you in safeguarding your privacy when using social media.

The aim of this guidance is to raise awareness and inform you of the preferences available to you on social media to control the use of your personal data.

Questions



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Thank you

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