

# Consumer Privacy as a competitive advantage in eCommerce

*A guide for advertisers*

Online consumers across the US and around the world are fighting to protect their online rights and privacy -- and American standards organizations are working with leading companies to give website visitors a sense of safety.

## The idea is...

...it's better to provide a safe user experience to online shoppers - as determined by organizations who work with merchants, advertisers, and brands - *rather than have the government create rules and regulations that will affect us all.*

To do this, we provide consumers with notification and choice.

Organizations promoting online visitor privacy rights include:

- [Digital Advertising Alliance](#) (DAA)
- [Network Advertising Initiative](#) (NAI)
- [Interactive Advertising Bureau](#) (IAB)
- [Better Business Bureau](#) (BBB)
- [American Association of Advertising Agencies](#) (4A's)
- [American Advertising Federation](#) (AAF)
- [Association of National Advertisers](#) (ANA)
- [Data and Marketing Association](#) (DMA)

*Safe Shopping as a competitive advantage.*

BouncePilot follows the codes of conduct and industry best practices that ensure we provide our services in a legal, compliant, and socially-acceptable manner. In order to provide our services, we invite our customers to follow them too.



# One -- Two -- Done

*It's easy to set up.*

It's easy and profitable to give your visitors the information they want. You only need to do two things:

1. Update your privacy policy - copy/paste the text you choose
2. Add an onsite banner - copy/paste the code.

## Step One: Update your Privacy Policy

Even though most visitors probably won't look at your privacy policy, for those who do, give them the transparency and honesty they deserve.

*Transparency and honesty are good for business.*

Choose one option below. Add it to your privacy policy. Remember to ensure that it doesn't contradict anything else in your policy.

### Option 1: Formal

*Notwithstanding any other provision, we may also engage a third party partner for the purpose of identifying users and delivering to them interest-based content and advertisements. We may share information about you with our partners such as a non-human-readable form of your email or other identifier to ensure the security of your information. Our partners also may collect information directly from your device, such as your IP address, device ID, and information about your browser or operating system; may combine our personal and non-personal information about you with information from other sources; and may place or recognize a unique cookie on your browser. To opt-out of BouncePilot's services, please go to <http://BouncePilot.com/opt-out/>. To opt out of LiveRamp's services, please go to [http://www.liveramp.com/opt\\_out](http://www.liveramp.com/opt_out). To opt-out of third party cookies, please go to <http://www.aboutads.info/choices>. To opt-out of the use of your mobile device ID for targeted advertising, please see <http://www.aboutads.info/appchoices>.*



## Option 2: Competitive Advantage / Personal and educational - used when Advertiser does not share email addresses with BouncePilot

We care about transparency. Some websites hide their practices from their customers and visitors. We prefer honesty.

As online shoppers ourselves, relevant and personalized ads or emails are always more interesting than irrelevant ads or emails. In order to power relevant, interest-based content and advertisements for you, we need partners to help us identify you when you interact with us. Our partners may collect non-personal information like your IP address, device ID, shopping behavior, and information about your browser or operating system. Our partners may combine personal and non-personal information about you with information from other sources, and may place or recognize a unique cookie on your browser, all to help us communicate better with you.

We also care about choice. You can opt-out of these services at any time. To opt-out of BouncePilot's services, please go to <http://BouncePilot.com/opt-out/>. To opt out of LiveRamp's services, please go to [http://www.liveramp.com/opt\\_out](http://www.liveramp.com/opt_out). To opt-out of third party cookies, please go to <http://www.aboutads.info/choices>. To opt-out of the use of your mobile device ID for targeted advertising, please see <http://www.aboutads.info/appchoices>.

## Option 3: Competitive Advantage / Personal and educational- used when Advertiser shares email addresses with BouncePilot

We care about transparency. Some websites hide their practices from their customers and visitors. We prefer honesty.

As online shoppers ourselves, relevant and personalized ads or emails are always more interesting than irrelevant ads or emails. In order to power relevant, interest-based content and advertisements for you, we need partners to help us identify you when you interact with us. Our partners may collect non-personal information like your IP address, device ID, shopping behavior, and information about your browser or operating system. We may share information about you such as your email or other identifier with our partners. If we do, we always share it in a non-human-readable form to ensure the security of your information. Our partners may combine our personal and non-personal information about you with information from other sources, and may place or recognize a unique cookie on your browser, all to help us communicate better with you.



We also care about choice. You can opt-out of these services at any time. To opt-out of BouncePilot's services, please go to <http://BouncePilot.com/opt-out/>. To opt out of LiveRamp's services, please go to [http://www.liveramp.com/opt\\_out](http://www.liveramp.com/opt_out). To opt-out of third party cookies, please go to <http://www.aboutads.info/choices>. To opt-out of the use of your mobile device ID for targeted advertising, please see <http://www.aboutads.info/appchoices>.



## Step Two: Add an Onsite Banner

This banner should do two things:

- Inform the visitor that they will be recognized
- Provides a means to opt-out prior to that recognition service

Best practices state that you should give notice before collecting data. That makes sense - it's like knocking on the door before bringing in the room service. We call it a "privacy notification banner", and it provides visitors with adequate notice and choice. It's necessary for email retargeting.

Set up your banner to appear before any instance where we would collect information about a user for re-identification, so they get the chance to opt-out of tracking before we collect data. If visitors don't want personalized room service, that's up to them.

*We provide you with everything you need below.*

### To Do:

1. Start the banner creation wizard.
2. Choose one wording option below.
3. Copy/paste this option into the correct section in the code.
4. Add the link to your own privacy page in the code.
5. Choose colors
6. Copy/paste the code into the header, footer, or Tag Manager on your website
7. Done

### If you have your own banner:

1. Ensure your banner meets the [Banner Technical Parameters](#).
2. Update your wording to one of the wording options below.
3. Include a link to your privacy page.



# Wording Options

## Option One: Short and technical

By continuing to browse this site you permit us and our partners to place identification cookies X  
on your browser and identify you for marketing. [Opt-Out & Privacy Policy](#)

## Option Two: Competitive Advantage

We Respect Your Privacy - Shop Safely with <Company Name> X  
Other sites may do all kinds of things with your data. If they don't have a banner like this, you'll never know. As online shoppers ourselves, we'd rather see a relevant or personalized ad or email than something completely irrelevant to us. In order to power relevant, interest-based content and advertisements, we enable the placement of cookies on your browser. By closing this banner or interacting with this site, you agree to allow our partners to recognize cookies and identify you for marketing. [Opt-Out & Privacy Policy](#)

## Option Three: Brief Competitive Advantage

We Respect Your Privacy - Shop Safely with <Company Name> X  
Other sites may do all kinds of things with your data. If they don't have a banner like this, you'll never know. We enable the placement of cookies on your browser to improve your experience with us. By closing this banner or interacting with our site, you permit us to recognize our or our partners' cookie and identify you for marketing. [Opt-Out & Privacy Policy](#)



## Option Four: Legal / Formal

Privacy Policy Notification X

We allow our partners to set or recognize a cookie on your browser in order to identify you for marketing on our behalf. By closing this banner or interacting with this site, you agree to allow our partners to recognize cookies and identify you for marketing. [Opt-Out & Privacy Policy](#)

## Banner Technical Parameters

These are important if you want to use your own banner. It's easier to [copy/paste this banner code onto your site](#).

BouncePilot can provide you with a banner that fits the exact parameters needed to achieve site approval for going live. It's easy to setup, and only involves dropping a snippet of code on your site.

Wording is flexible, but it needs to cover the following points:

- A. The fact that a third party will place or recognize its cookie on the user's browser,
- B. That the user acknowledges the notice and agrees to third party identification services by interacting with the site, and
- C. A link to your privacy policy

Banner must:

- A. Persist on the screen as user navigates through the site unless or until the user clicks it away,
- B. Be in a saturated color distinct from the site content and background, reside in front of or on top of site content, and
- C. Cover at least 7% of the screen as an off-center box (eg: lower left) or 10% of the screen as a full-length horizontal header or footer.

***BouncePilot can provide you with [the exact code you need](#).  
It's easy to setup.***

