

# Ad Injector requirements updates

- We've updated our requirements for injectors, injected ads, and interstitials for two reasons:
  - The rise of ad blockers has led to ad industry adopting new standards, and our requirements should align
  - Google's decision to stop inline installs/suspension gives room for security companies to help protect consumers from bad injectors
- Because it will take time for existing ad injectors to adjust, we will start calling out Deceptor ad injectors affected only by these changes on **1 October 2018**

# Level-setting

- **Injectors** sell “augmented” ad space they don’t own by running an app (extension) directly on the consumer’s machine.
- Bad injectors can trick or confuse to obtain consent, leaving consumers feeling exploited
- Bad injectors can inject deceptive or malicious ads that trick, threaten, confuse, or exploit consumers

# Finding our injector and interstitial requirements

## Find them using our checklist page

AppEsteem Corporation [US] | <https://customer.appesteem.com/home/checklist>

Which Scenarios to view (choose at least one scenario)

Install  Landing page  Inline offers  In-bundle offers  Bundler-made offers

Internal offers  Software  Uninstall  Docs  Ads about app  Ads inside app

Injected ads  Injected interstitials

About the app

Is app a bundler?  Does app inject or block in other apps?  Is app a systool?

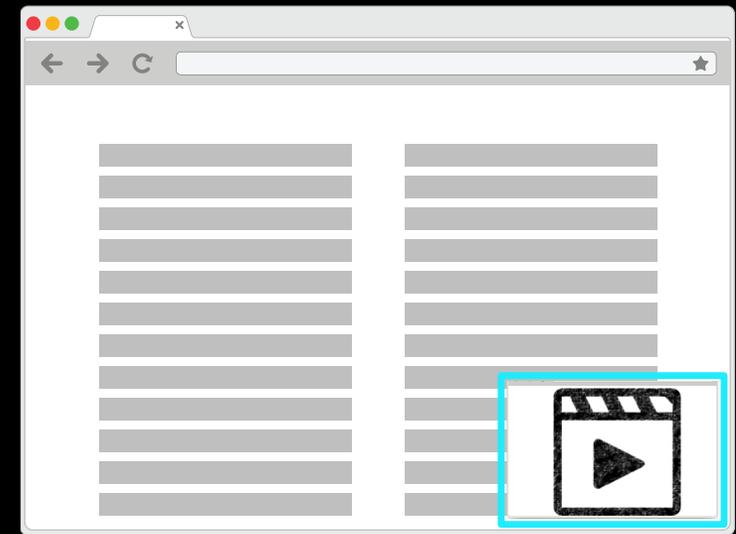
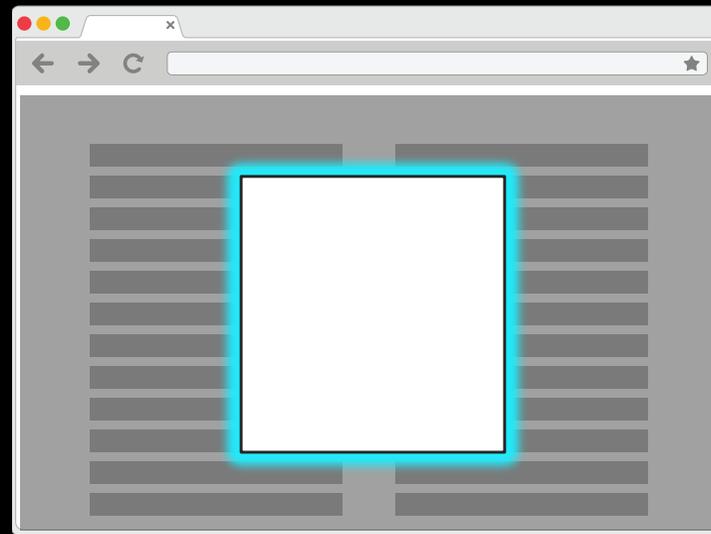
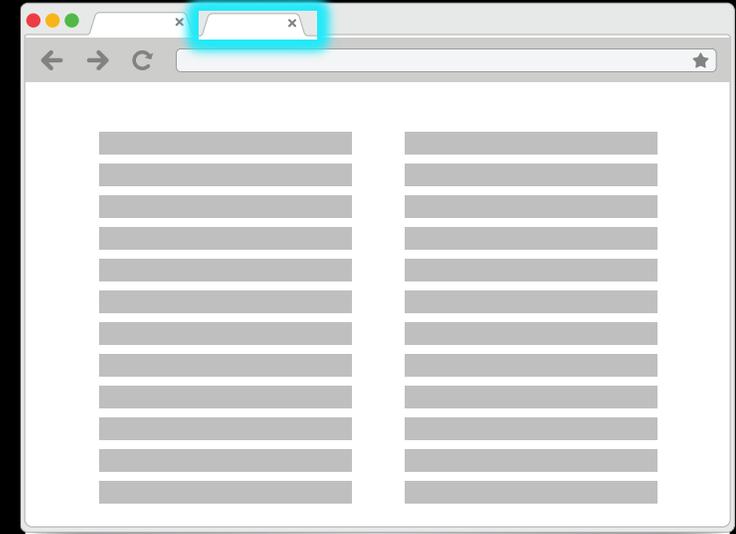
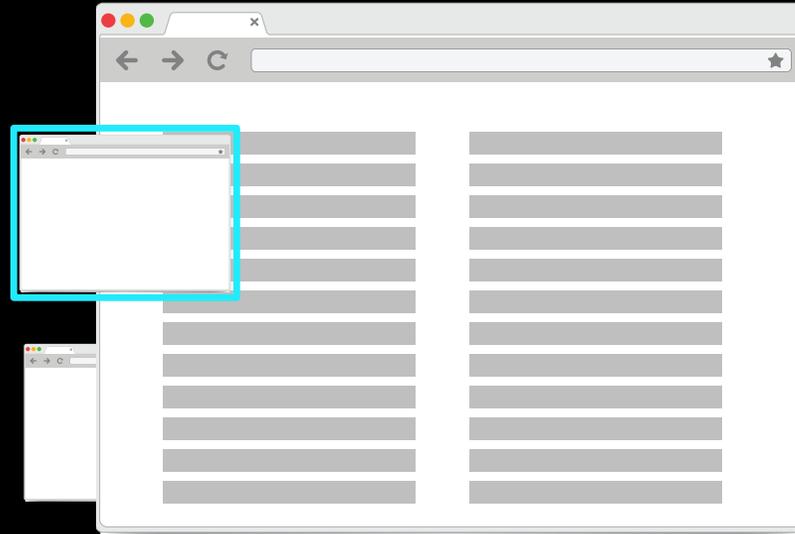
## Find them using our requirements page

AppEsteem Corporation [US] | <https://customer.appesteem.com/home/appcertreqs>

ACR/DETAILS	CATEGORY	Install	Software	Uninstall	Docs	Landing page	Inline offers	In-bundle offers	Bundler-made offers	Internal offers	Ads about app	Ads inside app	Injected ads	Injected interstitials
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# What we call an interstitial ad

- Ads that come between user action and user intent (our definition is broader than IAB)
- Example interstitials
  - Pop up new windows (but not pop unders)
  - New tabs (but not if unselected)
  - Ads that restrict access to content like overlays and lightboxes (but not underlays)
  - Ads restricting access to content by being sticky or having timers limiting closure

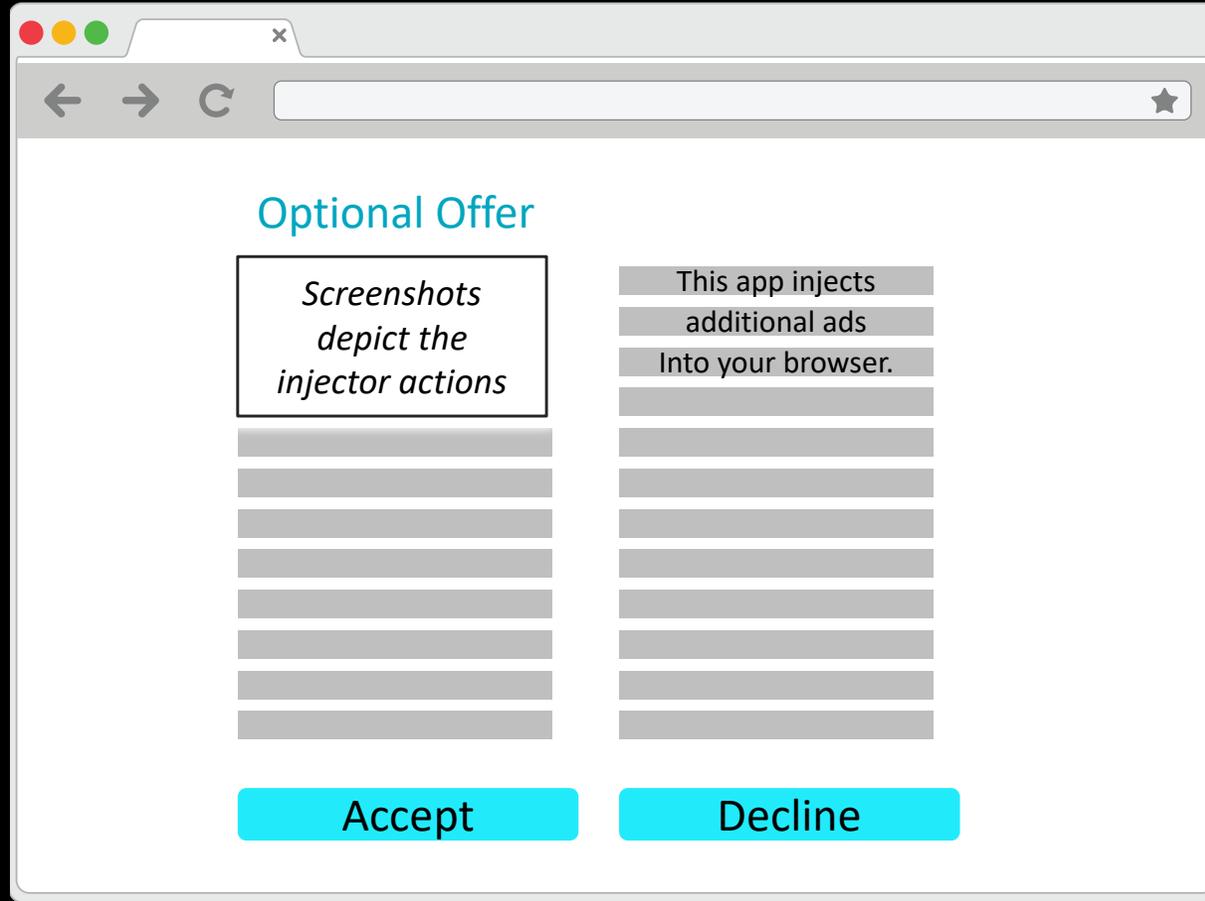


# The changing landscape for interstitial ads

- *Note that our definition of interstitial is any ad/offer that interrupts the user action->desired intent*
- BetterAds.org found pop up ads are not welcomed by consumers, not allowed in Standard
  - <https://www.betterads.org/research/>, <https://www.betterads.org/standards/>
- IAB's New Ad portfolio says pop ups are not allowed
  - <https://www.iab.com/newadportfolio>
- Chrome has signaled their intent to support the Better Ads Standard
  - <https://developers.google.com/web/updates/2017/12/better-ads>
- Chrome also signaled that pop up ads will affect search results on mobile
  - <https://webmasters.googleblog.com/2016/08/helping-users-easily-access-content-on.html?m=1>
- Our stance
  - We think consumers have been abused by misbehaving interstitial ads
  - We think website owners/publishers can manage their own risk
  - But we don't believe consumers can give consent to badly behaving *injected* interstitial ads
  - Our requirements guide ad injectors to use interstitial ads responsibly

# Change at offer time...

- Obtain explicit, informed user consent
- This means
  - The consumer knows the app will inject, block, or modify content
  - The consumer knows why the app is doing this (the monetization approach and value prop)



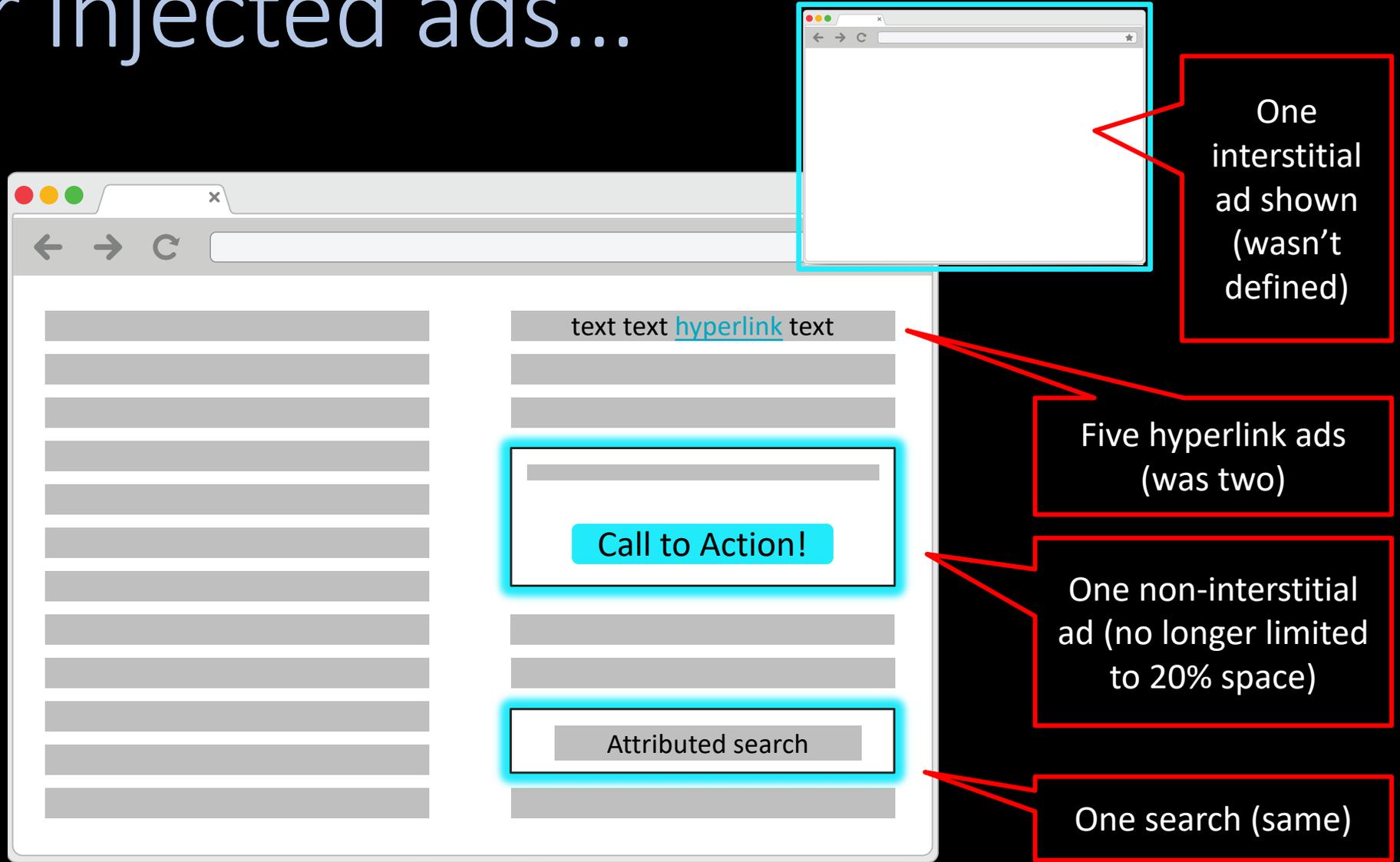
Must be very clear that app will inject, and what it's injecting (added explicit, informed). Screenshots must not mislead or confuse.

# Specific Injector Requirements

App is a <b>Deceptor</b> if it	<ul style="list-style-type: none"><li>• Hijacks existing monetization (ACR-110)</li><li>• Consent wasn't explicit, or was confusing (ACR-111)</li><li>• Attribution doesn't match app name (ACR-014)</li></ul>
App fails <b>Certification</b> if it	<ul style="list-style-type: none"><li>• Doesn't use unique hyperlinks (ACR-113)</li></ul>

# Change for injected ads...

- Limits on what can be injected from a page
  - One interstitial ad
  - One non-interstitial ad
  - Five hyperlink ads
  - One injected search box

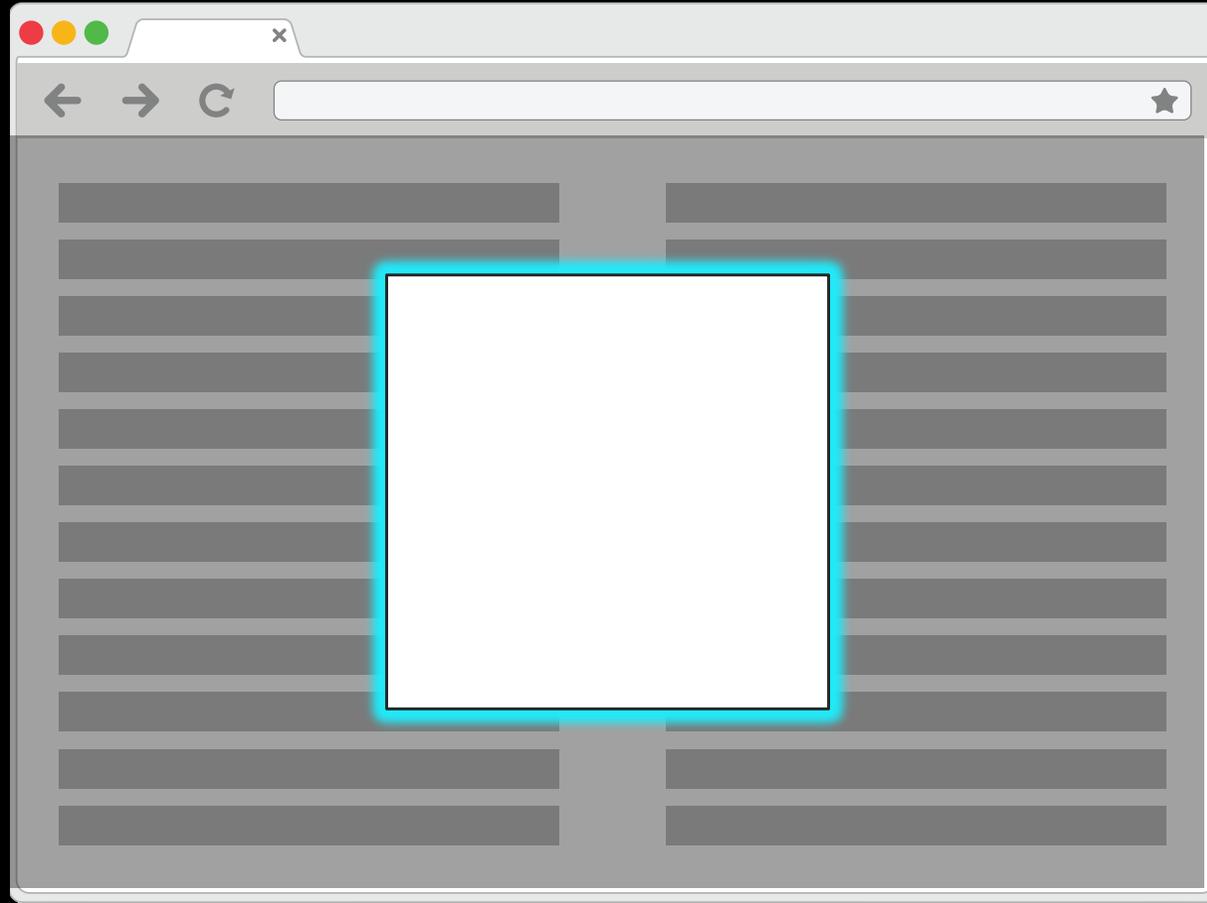


# Specific Injected Ad Requirements

<p>App is a <b>Deceptor</b> if it</p>	<ul style="list-style-type: none"><li>• Doesn't make injected ads easily distinguishable from non-injected ads and content (ACR-020)</li><li>• Violates browser/OS ad policies (ACR-024)</li><li>• Injects from any page more than any of one interstitial ad, one non-interstitial ad, five injected hyperlinks, and one injected search dialog (ACR-025)</li></ul>
<p>App fails <b>Certification</b> if it</p>	<ul style="list-style-type: none"><li>• Doesn't close injected ads through obvious means (ACR-012)</li><li>• Doesn't show attribution info and ability to disable (ACR-021)</li><li>• Interferes with ability to navigate (ACR-022)</li><li>• Transmits PII not explicitly entered by consumer (ACR-023)</li><li>• Injects on sites designed for children (ACR-026)</li></ul>

# Change for injected interstitial ads...

- If launching new window or tab, must be tied to a positive user action
  - Page exit is not a positive user action
- In-window/tab interstitials can launch on page entry



If web content is restricted, dismissable by “back”, close, and clicking outside (now only if it restricts)

Can only show after a positive user action, or if in-window/tab, on page entry

# Specific Interstitial Requirements

<p>App is a <b>Deceptor</b> if it</p>	<ul style="list-style-type: none"><li>• Doesn't let consumer navigate away (ACR-030)</li><li>• Doesn't close when consumer clicks outside of content-restricting interstitials (ACR-030)</li><li>• Chains multiple interstitials together (ACR-031)</li><li>• Launches new windows/tabs without positive user action, or launches any interstitial on exit (ACR-032)</li><li>• Suggests or implies that it's part of an existing, committed workflow (ACR-155)</li></ul>
<p>App fails <b>Certification</b> if it</p>	<ul style="list-style-type: none"><li>• Doesn't show attribution at top and clearly state it is an ad/offer (ACR-027)</li><li>• Uses countdown timers to restrict closing (ACR-029)</li></ul>