AppEsteem®

Cleaning up bad bundler behavior

Open industry informative calls
8 March 2018

In this deck, we use the term “bundlers” to generically refer to bundlers, download managers, and inline offers

Note: This deck and its examples were prepared to help guide and encourage bundlers/interested parties into making appropriate changes to meet AppEsteem’s Deceptor-level requirements so consumers are better protected. The deck isn’t meant to be comprehensive; it’s a starting point for more discussions. The examples were taken from apps we found available online, and are provided for informative purposes. They were current when we captured them, but as most vendors update their apps, they may not reflect consumer experiences in the apps’ most current versions.

What’s in this deck?

- We want to clean up bad bundler behavior so consumers are better protected
- We want to allow bundlers that do it right to have a level playing field
- We’ve worked with our security partners to fine-tune these behaviors
- We’re adding bad bundlers to our Deceptor lists/feeds starting in April
- This deck should help you understand the requirements and our plans

From our blog… a handy summary of the behavior we're targeting

- Download managers who don't make it clear to you that they're not the app you were trying to get, but a wrapper that's going to offer you additional apps.
- Offers that don't make it clear to you that they're offers, or try to make you think that they're part of app you wanted, or act like they're specifically recommended.
- Unclear and inconsistent ways for you to accept, skip, or decline offers and each component in the offers.
- Bundlers and download managers that don't stop when you ask them to, leave remnants on your desktop, or don't uninstall their offers when you cancel installing the app you wanted.
- Bundlers that ignore you when you say "no".

Six major changes affecting bundlers

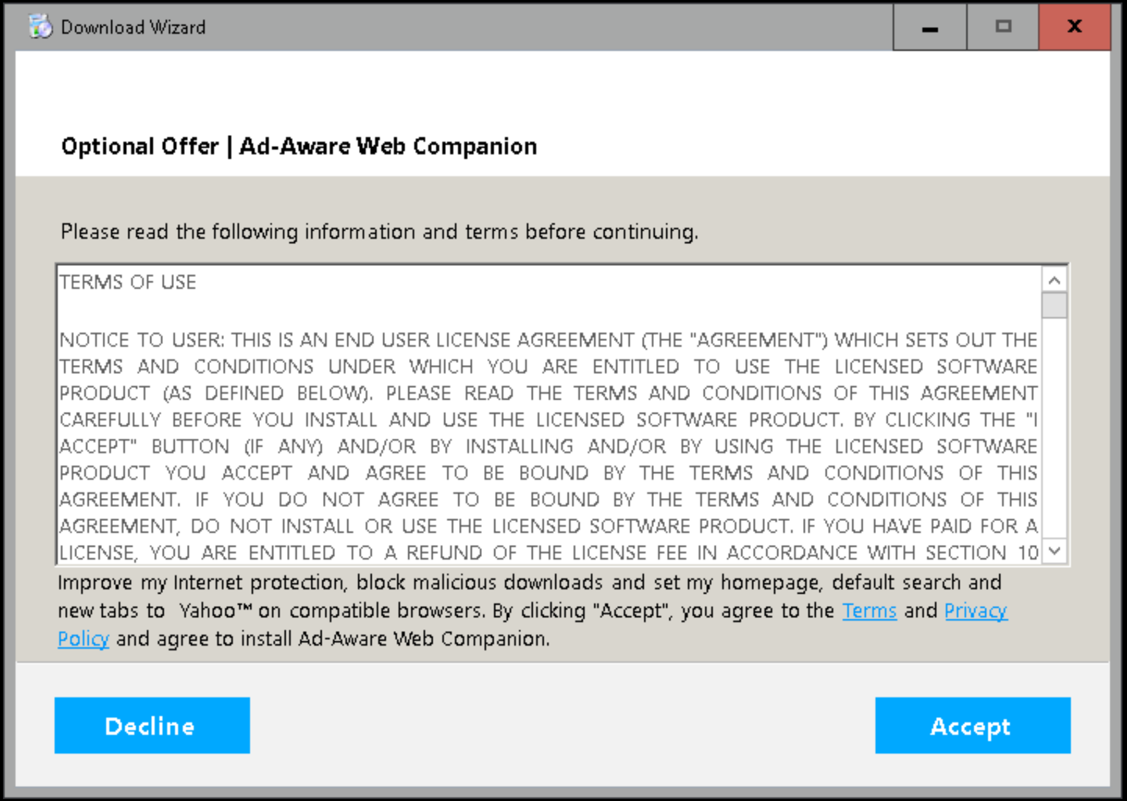
ACRs promoted to Deceptor-level
** (ACR-039) Everything installed per app, especially other apps, offers, and download managers, has clear indications of the relationship to the app.
** (ACR-059) Clearly marked as optional and an offer, and only claims to be recommended when the recommender is clearly disclosed.
** (ACR-055) Accept, cancel, skip, and decline options are obvious and/or explained to the consumer, and consistent across the install and offer experiences.
** (ACR-053) If more than two offers will made before, during, or after install, all but the final offer has a "skip offers" option.

Goal: directly punish tricky behavior

ACR removed or changed
[removed] (ACR-073) If offered app is unrelated or does not enhance the carrier app, acceptance requires a user action beyond a single-click "default" consumer action.
[removed certified requirement] (ACR-106) Neither the offers nor the carrier are Deceptor apps

Allow opt-out and nonCertified when done right

ACR-039 violations



Optional Offer | Ad-Aware Web Companion

Please read the following information and terms before continuing.

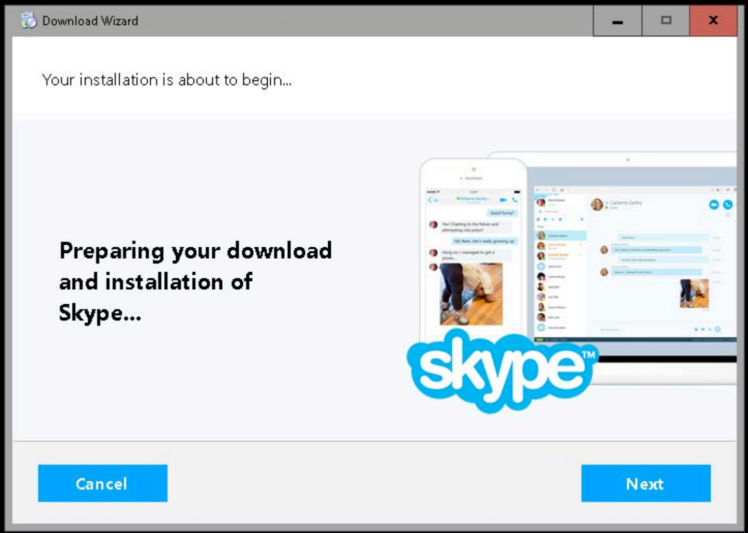
TERMS OF USE

NOTICE TO USER: THIS IS AN END USER LICENSE AGREEMENT (THE "AGREEMENT") WHICH SETS OUT THE TERMS AND CONDITIONS UNDER WHICH YOU ARE ENTITLED TO USE THE LICENSED SOFTWARE PRODUCT (AS DEFINED BELOW). PLEASE READ THE TERMS AND CONDITIONS OF THIS AGREEMENT CAREFULLY BEFORE YOU INSTALL AND USE THE LICENSED SOFTWARE PRODUCT. BY CLICKING THE "I ACCEPT" BUTTON (IF ANY) AND/OR BY INSTALLING AND/OR BY USING THE LICENSED SOFTWARE PRODUCT YOU ACCEPT AND AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT. IF YOU DO NOT AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT, DO NOT INSTALL OR USE THE LICENSED SOFTWARE PRODUCT. IF YOU HAVE PAID FOR A LICENSE, YOU ARE ENTITLED TO A REFUND OF THE LICENSE FEE IN ACCORDANCE WITH SECTION 10

Improve my Internet protection, block malicious downloads and set my homepage, default search and new tabs to Yahoo™ on compatible browsers. By clicking "Accept", you agree to the Terms and Privacy Policy and agree to install Ad-Aware Web Companion.

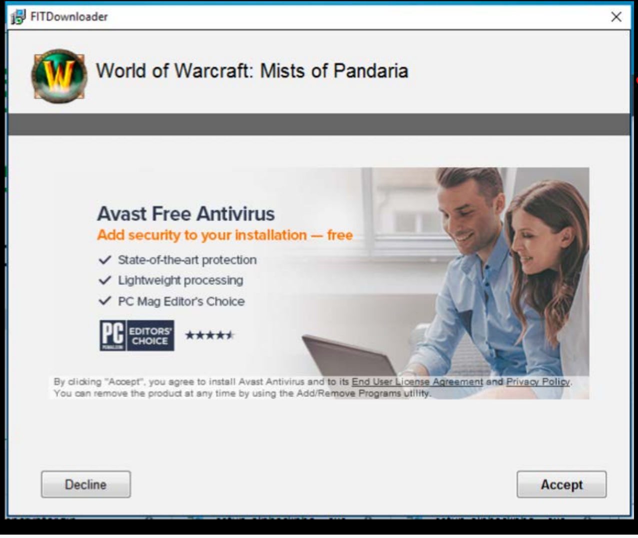
Designed to look like a EULA of the carrier

Not clear that the installer isn't really Skype's installer



Your installation is about to begin...

Preparing your download and installation of Skype...



World of Warcraft: Mists of Pandaria

Avast Free Antivirus

Add security to your installation — free

- ✓ State-of-the-art protection
- ✓ Lightweight processing
- ✓ PC Mag Editor's Choice

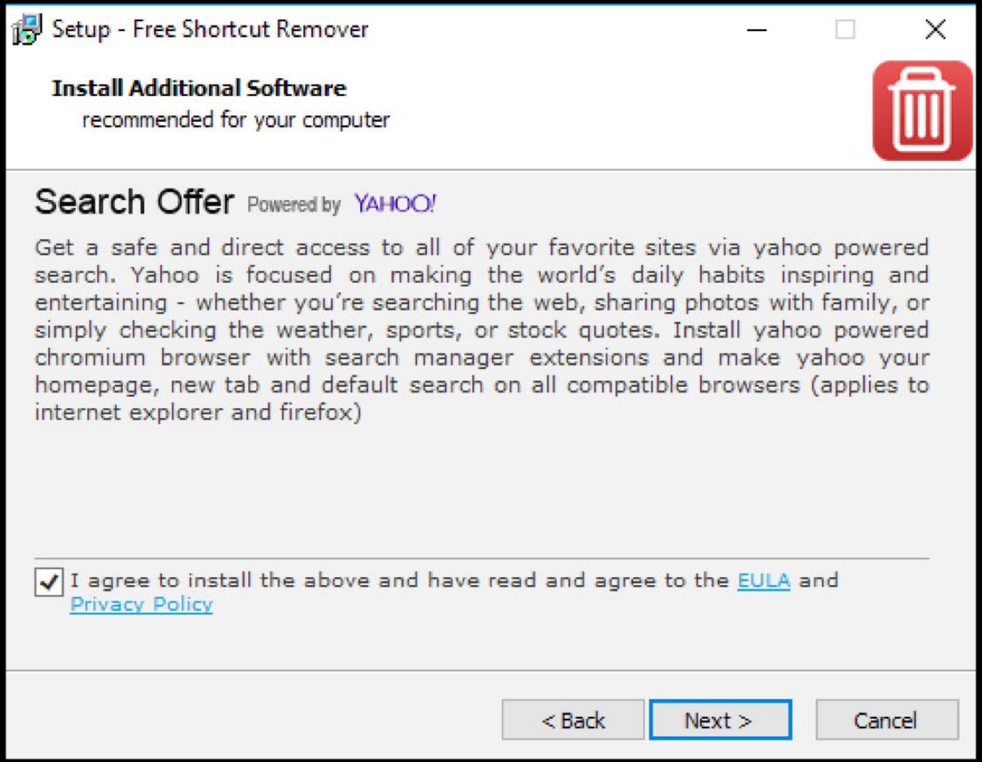
By clicking "Accept", you agree to install Avast Antivirus and to its End User License Agreement and Privacy Policy. You can remove the product at any time by using the Add/Remove Programs utility.

Download manager misleads with the carrier logo

**(ACR-039) Everything installed per app, especially other apps, offers, and download managers, has clear indications of the relationship to the app. *Consumers must be able to understand the relationship within the files and with other apps. This should be accomplished in EULAs, readme files, how the files and directories are named, and installation location*

If you install other separate apps, disclose that you're doing this, and name/install them in a way that's easy for the consumer to recognize that they came with your app. If the consumer wanted a carrier and you are launching a third-party download manager, disclose this up front and make it clear during the install and in the filename that this is the case. If your install has other offers, make sure the offers stand out as separate from your carrier so consumers can clearly see this distinction.
Applies to: Install

ACR-059 violations



Setup - Free Shortcut Remover

Install Additional Software

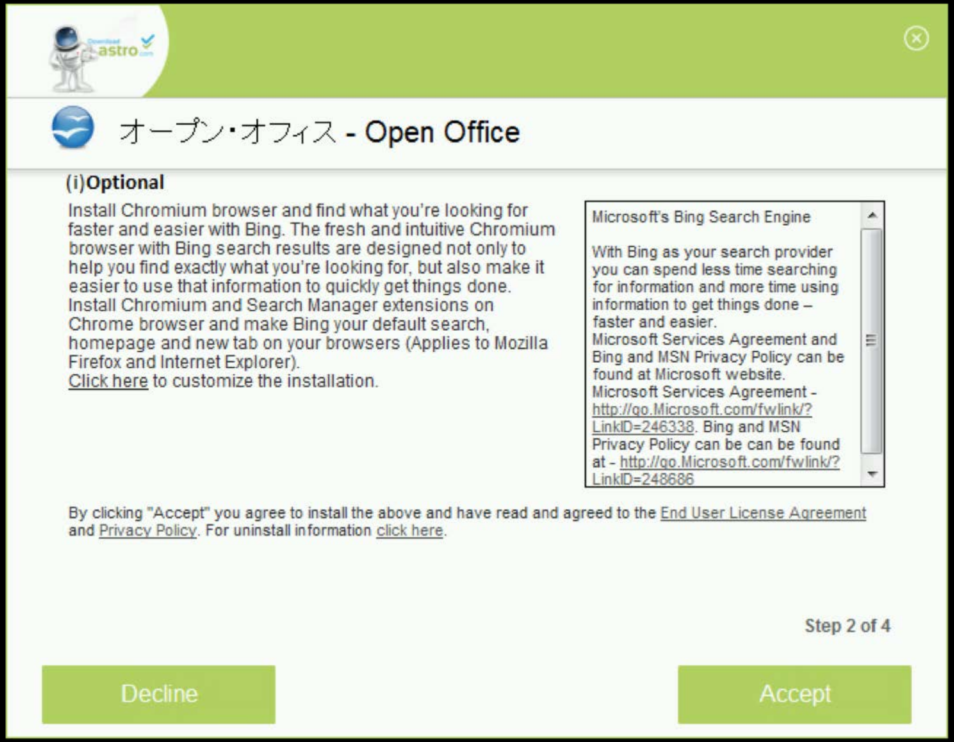
recommended for your computer

Search Offer Powered by YAHOO!

Get a safe and direct access to all of your favorite sites via yahoo powered search. Yahoo is focused on making the world's daily habits inspiring and entertaining - whether you're searching the web, sharing photos with family, or simply checking the weather, sports, or stock quotes. Install yahoo powered chromium browser with search manager extensions and make yahoo your homepage, new tab and default search on all compatible browsers (applies to internet explorer and firefox)

☑ I agree to install the above and have read and agree to the EULA and Privacy Policy

No recommendation attribution



オープン・オフィス - Open Office

(i)**Optional**

Install Chromium browser and find what you're looking for faster and easier with Bing. The fresh and intuitive Chromium browser with Bing search results are designed not only to help you find exactly what you're looking for, but also make it easier to use that information to quickly get things done. Install Chromium and Search Manager extensions on Chrome browser and make Bing your default search, homepage and new tab on your browsers (Applies to Mozilla Firefox and Internet Explorer).
Click here to customize the installation.

Microsoft's Bing Search Engine

With Bing as your search provider you can spend less time searching for information and more time using information to get things done – faster and easier.
Microsoft Services Agreement and Bing and MSN Privacy Policy can be found at Microsoft website.
Microsoft Services Agreement - http://go.Microsoft.com/fwlink/?LinkID=246338. Bing and MSN Privacy Policy can be can be found at - http://go.Microsoft.com/fwlink/?LinkID=248686

By clicking "Accept" you agree to install the above and have read and agreed to the End User License Agreement and Privacy Policy. For uninstall information click here.

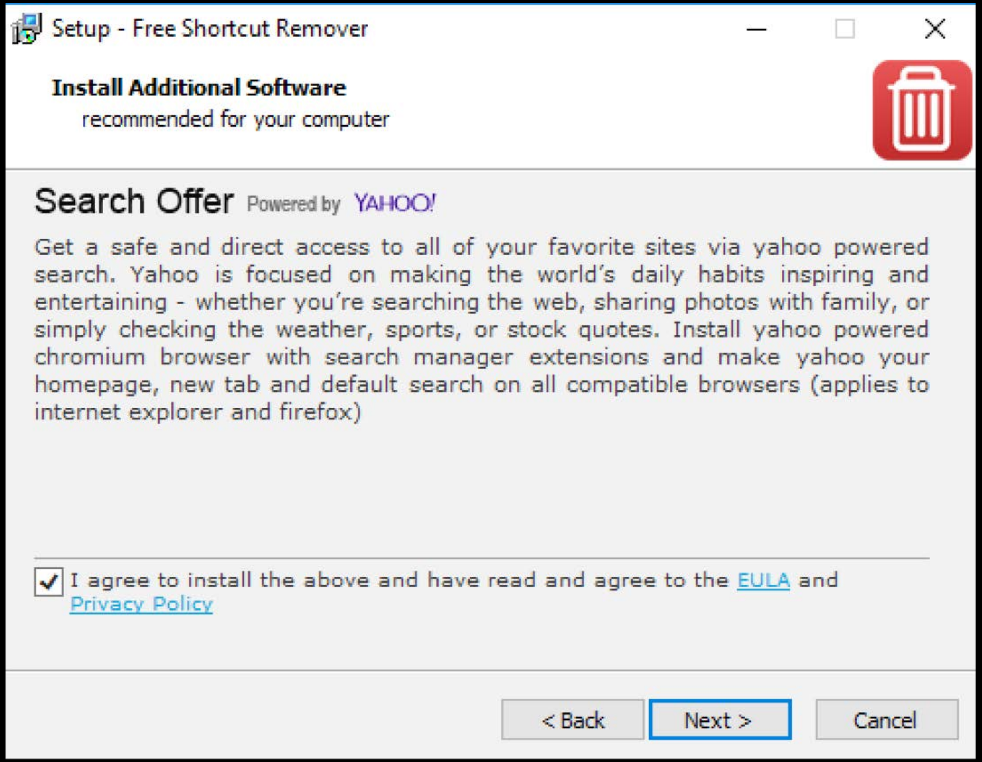
Step 2 of 4

Not marked as an offer

**(ACR-059) Clearly marked as an offer, clearly implies it is optional, and only claims to be recommended when the recommender is explicitly disclosed.
Offers need to be recognizable as offers. Recommendations must be claimed by whoever is making them.

Mark all offers as optional, and make it clear they are optional and not required. If you say the offer is recommended, you must truthfully show who is making the recommendation: the installer/bundler, or the carrier.
Applies to: Landing page, Inline offers, In-bundle offers, Bundler-made offers, Internal offers

ACR-055 violations



Setup - Free Shortcut Remover

Install Additional Software

recommended for your computer

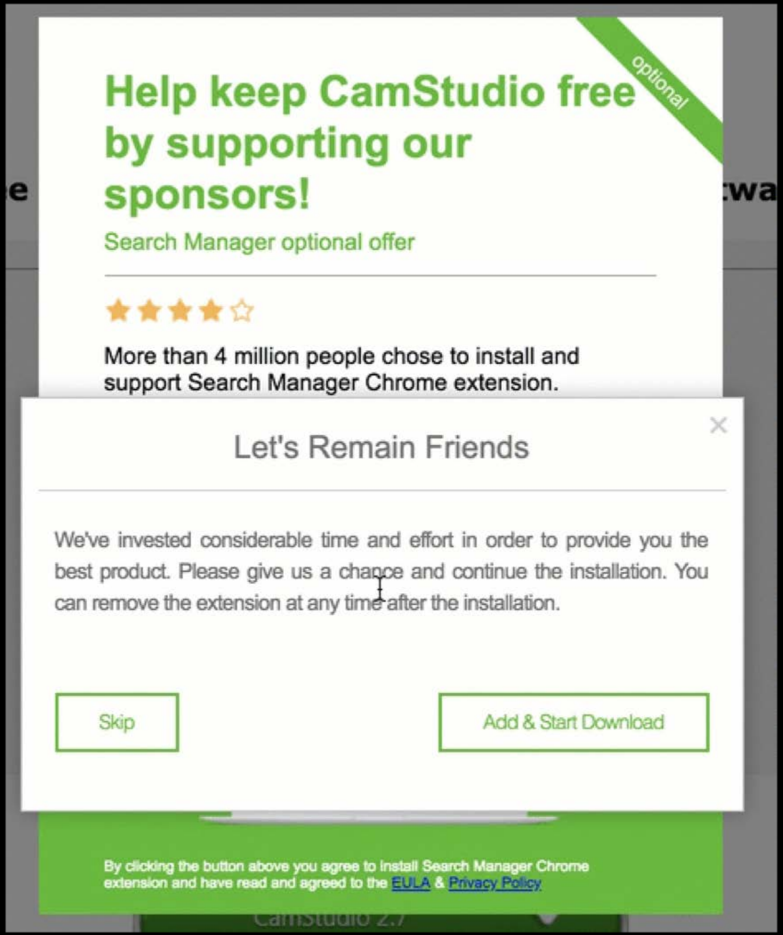
Search Offer Powered by YAHOO!

Get a safe and direct access to all of your favorite sites via yahoo powered search. Yahoo is focused on making the world's daily habits inspiring and entertaining - whether you're searching the web, sharing photos with family, or simply checking the weather, sports, or stock quotes. Install yahoo powered chromium browser with search manager extensions and make yahoo your homepage, new tab and default search on all compatible browsers (applies to internet explorer and firefox)

☑ I agree to install the above and have read and agree to the EULA and Privacy Policy

< Back | Next > | Cancel

OK with next/back, but no obvious way to decline



Help keep CamStudio free by supporting our sponsors!

Search Manager optional offer

★★★★☆

More than 4 million people chose to install and support Search Manager Chrome extension.

Let's Remain Friends

We've invested considerable time and effort in order to provide you the best product. Please give us a chance and continue the installation. You can remove the extension at any time after the installation.

Skip | Add & Start Download

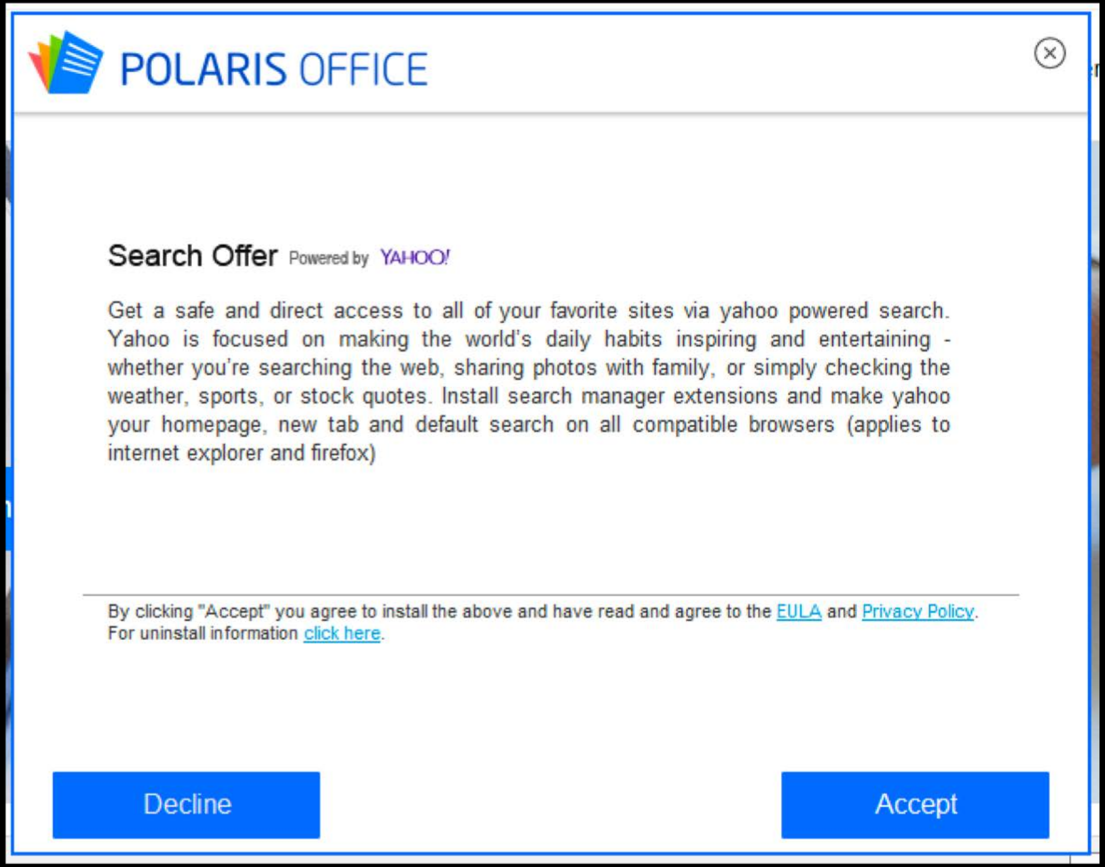
By clicking the button above you agree to install Search Manager Chrome extension and have read and agreed to the EULA & Privacy Policy

Not obvious/explained, and ties acceptance to friendship

**(ACR-055) Accept, cancel, skip, and decline options are obvious and/or explained to the consumer, and consistent across the install and offer experiences.
No attempting to mislead, shortcut, or even "guilt" the consumer. For instance, don't say "No, I don't want friends" on the decline button. Also, bundlers can't have the buttons work differently for different offers.

Make your offer and install choices simple, clear, not tricky, and consistent across all offers being made.
Applies to: Install, Landing page, Inline offers, In-bundle offers, Bundler-made offers, Internal offers

Examples of non-violating screens

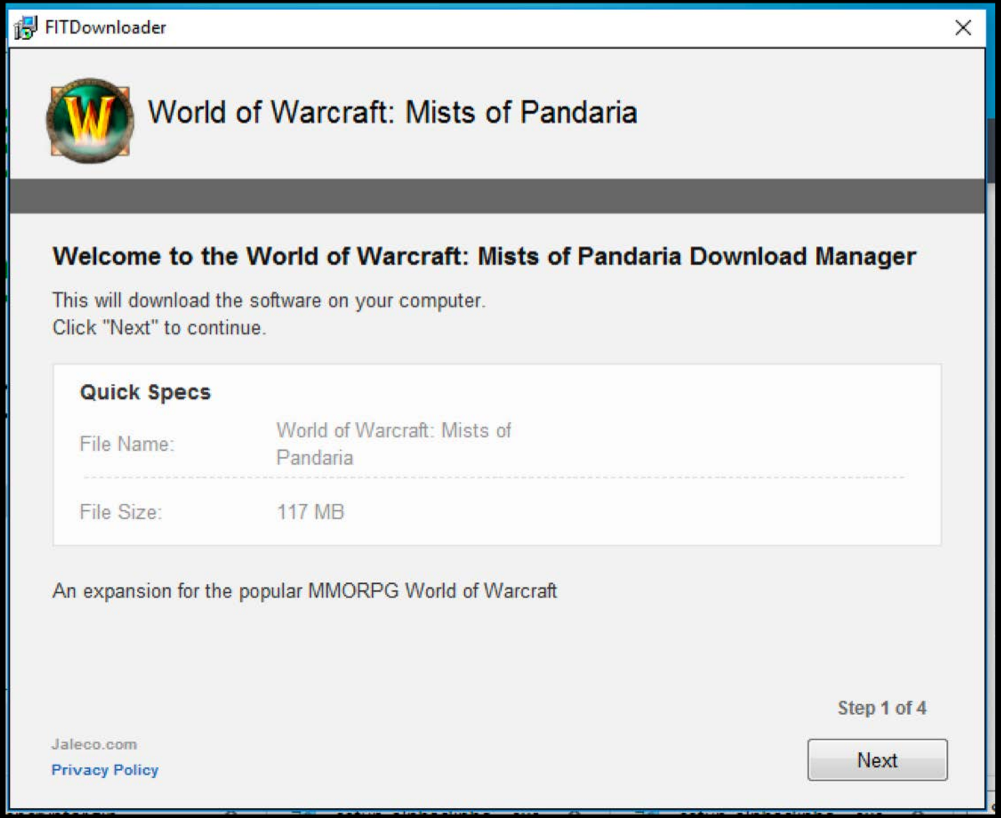


Search Offer Powered by YAHOO!

Get a safe and direct access to all of your favorite sites via yahoo powered search. Yahoo is focused on making the world's daily habits inspiring and entertaining - whether you're searching the web, sharing photos with family, or simply checking the weather, sports, or stock quotes. Install search manager extensions and make yahoo your homepage, new tab and default search on all compatible browsers (applies to internet explorer and firefox)

By clicking "Accept" you agree to install the above and have read and agree to the EULA and Privacy Policy.
For uninstall information click here.

Says offer, no recommendation issues, clear accept/decline



World of Warcraft: Mists of Pandaria

Welcome to the World of Warcraft: Mists of Pandaria Download Manager

This will download the software on your computer.
Click "Next" to continue.

Quick Specs

File Name:	World of Warcraft: Mists of Pandaria
File Size:	117 MB

An expansion for the popular MMORPG World of Warcraft

Step 1 of 4

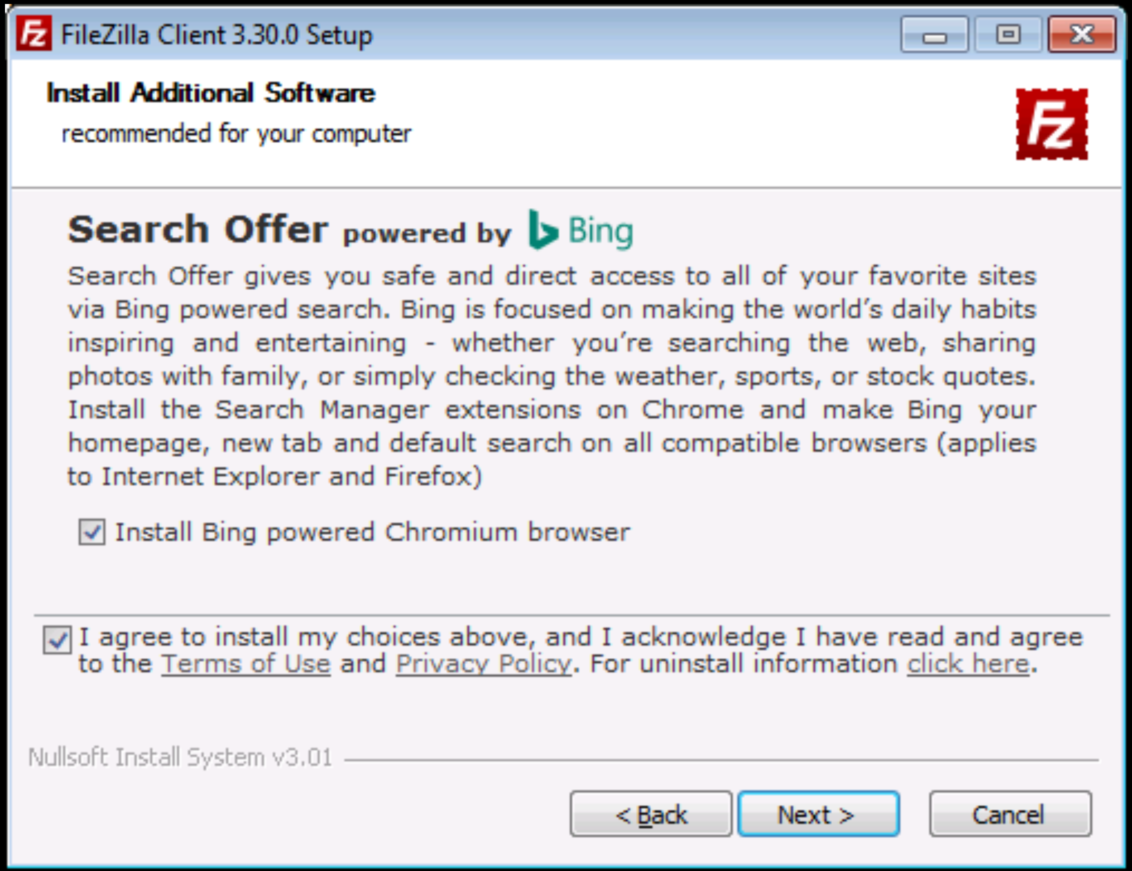
Jaleco.com
Privacy Policy

Clumsy attribution and no EULA, but it's clear it's a download manager and has some attribution.

Don’t forget existing Deceptor-level ACRs

Existing Deceptor-level ACRs that might apply
**(ACR-071) Each offer must be able to be accepted or declined independently.
**(ACR-050) User consent dialogs and features settings from the browser, search, or operating system, and existing security/safety apps, are not circumvented or blocked.
**(ACR-042) No other apps or unrelated components are installed before obtaining the consumer's permission through explicit user action.

ACR-071 violations



FileZilla Client 3.30.0 Setup

Install Additional Software

recommended for your computer

Search Offer powered by Bing

Search Offer gives you safe and direct access to all of your favorite sites via Bing powered search. Bing is focused on making the world's daily habits inspiring and entertaining - whether you're searching the web, sharing photos with family, or simply checking the weather, sports, or stock quotes. Install the Search Manager extensions on Chrome and make Bing your homepage, new tab and default search on all compatible browsers (applies to Internet Explorer and Firefox)

☑ Install Bing powered Chromium browser

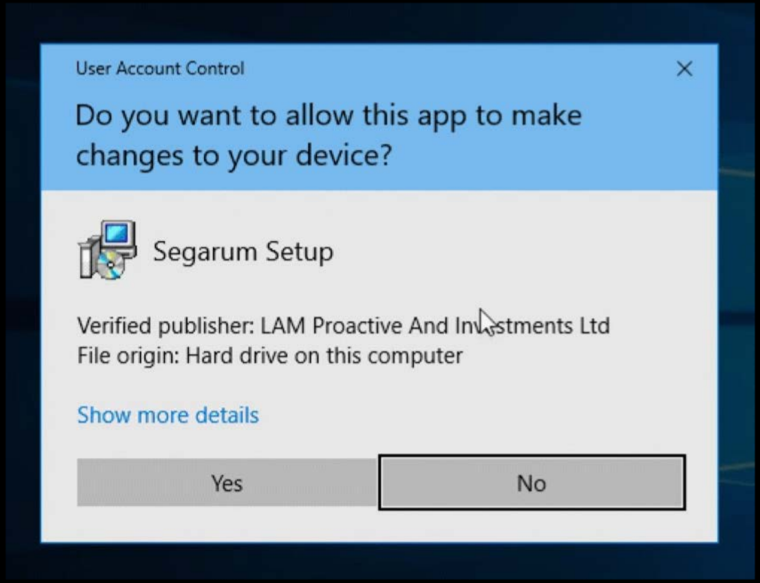
☑ I agree to install my choices above, and I acknowledge I have read and agree to the Terms of Use and Privacy Policy. For uninstall information click here.

Nullsoft Install System v3.01

The single choice checkbox for just one of many components is misleading

**(ACR-071) Each offer must be able to be accepted or declined independently. *The intent is that consumers aren't forced to accept bundles of offers and "free bonuses" in the shopping cart.*	Never apply a single acceptance to multiple offers. If you add a free bonus into the shopping cart, it must be able to be declined. *Applies to: Landing page, Inline offers, In-bundle offers, Bundler-made offers, Internal offers*

ACR-050 violations

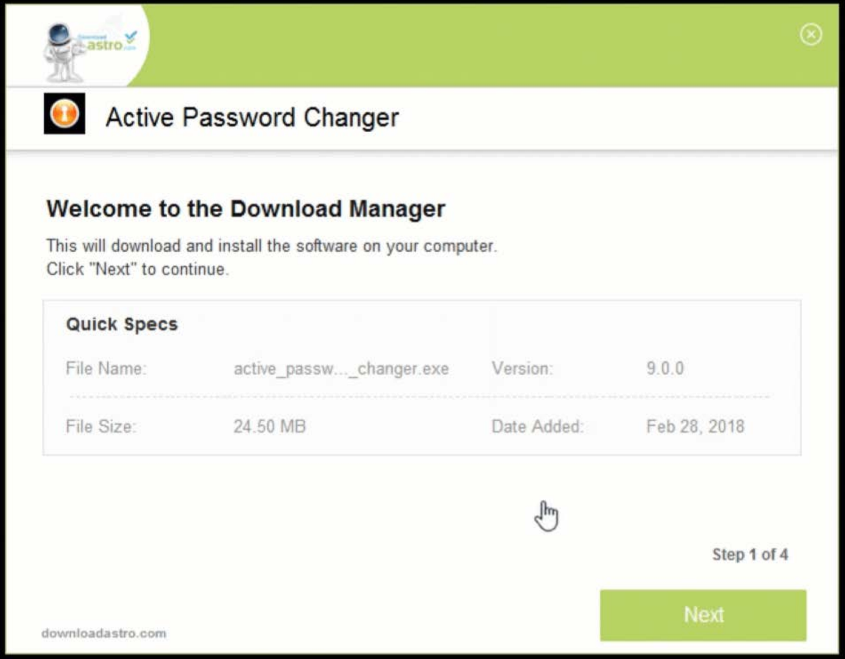


User Account Control

Do you want to allow this app to make changes to your device?

Segarum Setup

Verified publisher: LAM Proactive And Investments Ltd
File origin: Hard drive on this computer



Active Password Changer

Welcome to the Download Manager

This will download and install the software on your computer.
Click "Next" to continue.

Quick Specs

File Name:	active_passw..._changer.exe	Version:	9.0.0
File Size:	24.50 MB	Date Added:	Feb 28, 2018

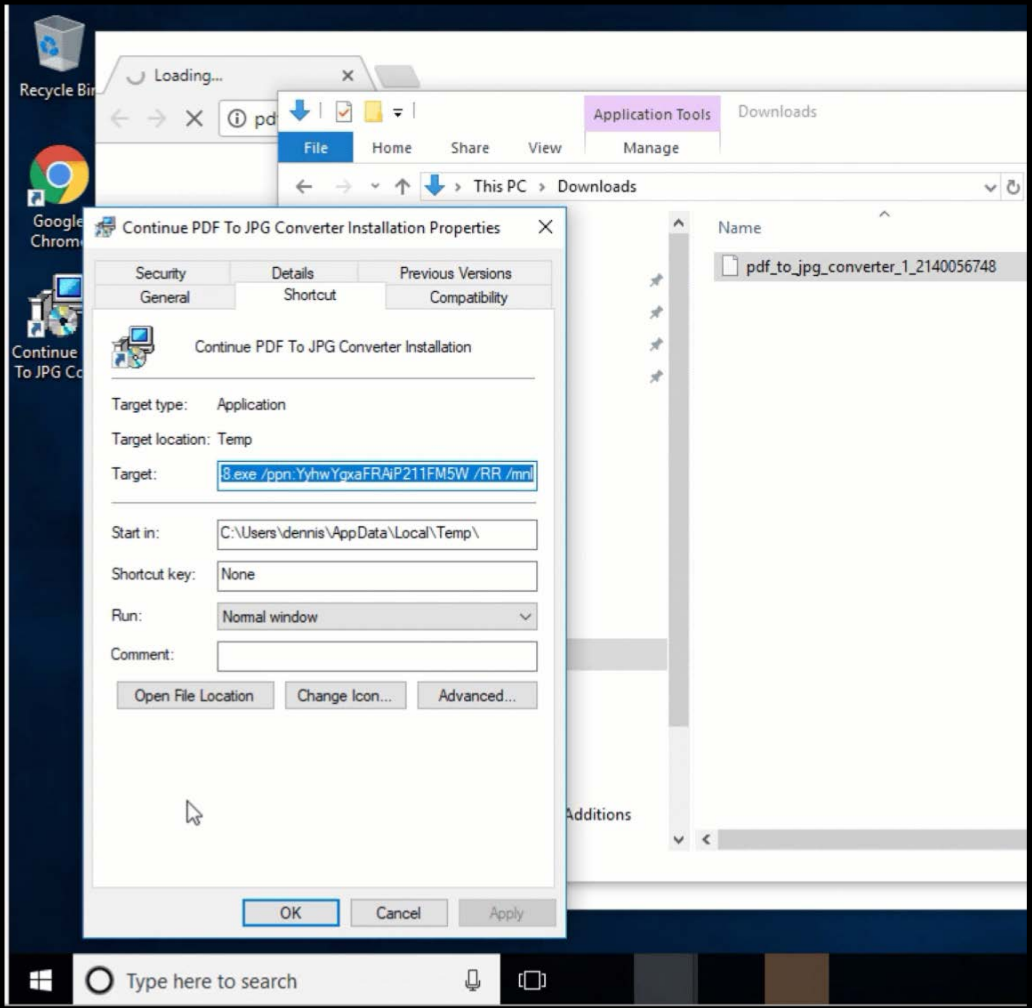
(1) Apps requests UAC…

(2) Yet continues when user chooses no

**(ACR-050) User consent dialogs and features settings from the browser, search, or operating system, and existing security/safety apps, are not circumvented or blocked. *The platforms and browsers and security/safety products must be able to do their protection unimpeded*	Don't bypass any system, search, or browser protections. You can decorate or handhold to help prompt the consumer, but you cannot answer on their behalf. *Applies to: Install, Software*

ACR-042 violations

App installs a "continue installation" icon when user cancels



Continue PDF To JPG Converter Installation Properties

Continue PDF To JPG Converter Installation

Target type: Application

Target location: Temp

Target: 8.exe /ppn:YyhwYgxaFRAiP211FM5W /RR /mnl

Start in: C:\Users\dennis\AppData\Local\Temp\

Shortcut key: None

Run: Normal window

Comment:

**(ACR-042) No other apps or unrelated components are installed before obtaining the consumer's permission through explicit user action. *Installs must only come after consumer-accepted offers.*	Do not install unrelated components or apps if you haven't gotten explicit permission (more than opt-out) from the consumer to do so. *Applies to: Install*

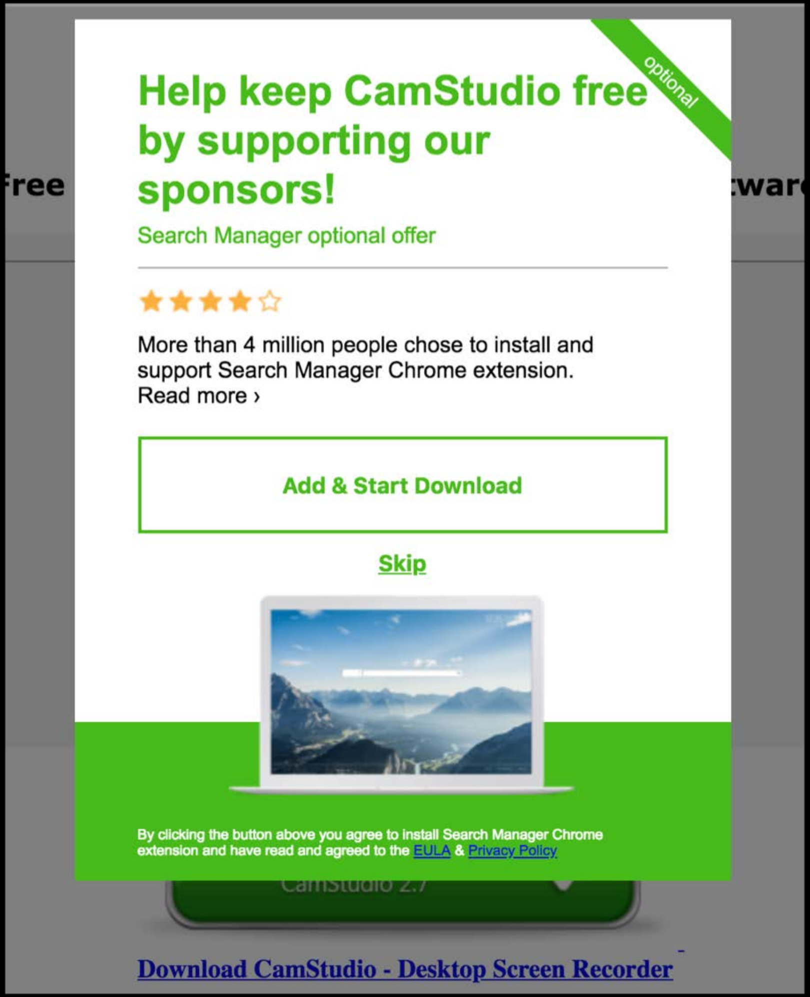
Two more changes specifically for inline offers

ACRs newly promoted to Deceptor-level
** (ACR-155) Interstitial is not inserted into an existing committed user workflow.
** (ACR-030) Consumer can navigate away from interstitials (and interstitial will close), including at a minimum by using the back button, the address bar, clicking outside, and a close button.

Inline offer violations

This should be a clear accept or decline, and not linked back to the original "download". Violates ACR-155

No close button; clicking outside of interstitial does not dismiss. Violates ACR-030



free

tware

optional

Help keep CamStudio free by supporting our sponsors!

Search Manager optional offer

★★★★☆

More than 4 million people chose to install and support Search Manager Chrome extension.
Read more ›

Add & Start Download

Skip

By clicking the button above you agree to install Search Manager Chrome extension and have read and agreed to the EULA & Privacy Policy

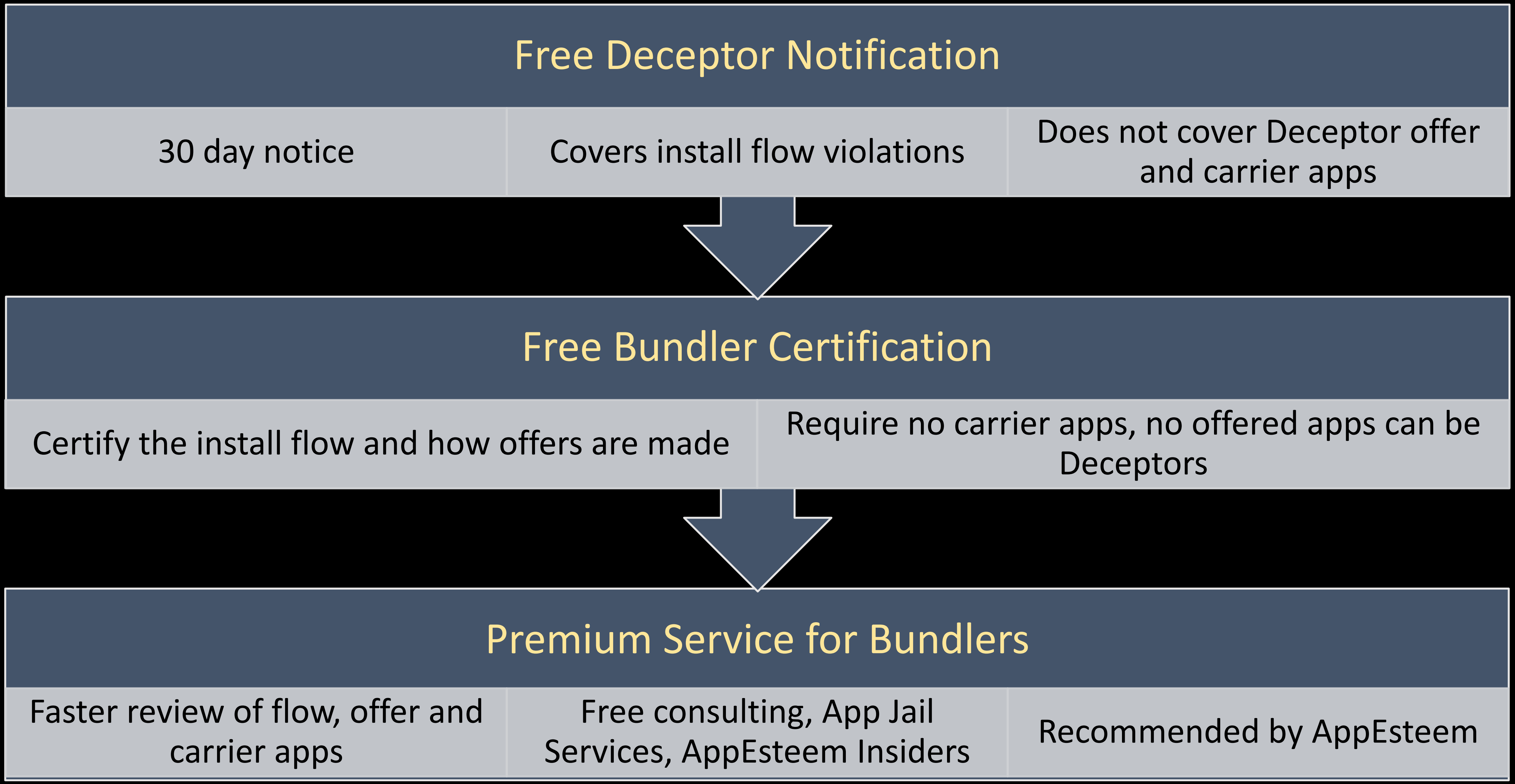
CamStudio 2.7

Download CamStudio - Desktop Screen Recorder

**(ACR-155) Interstitial is not inserted into an existing committed user workflow. *Intent: no tricking the consumer into thinking this is the normal flow once the consumer commits to download/purchase/accept. For instance: an interstitial offer on another app's landing page must not look like it's part of the other app's download or install flow, and an interstitial ad should not look like it's part of a consumer purchase*	Don't link your interstitial to the workflow. The interstitial must make it clear that it's separate from what the consumer was attempting to do, and not part of that flow. *Applies to: Inline offers, Injected interstitials*

**(ACR-030) Consumer can navigate away from interstitials (and interstitial will close), including at a minimum by using the back button, the address bar, clicking outside, and a close button. *The intent is to not force the consumer to choose before proceeding*	Don't make the consumer hunt for ways to close your injected interstitial. If the consumer clicks outside, dismiss your interstitial. *Applies to: Inline offers, Injected interstitials*

AppEsteem’s services for Bundlers



Free Deceptor Notification

30 day notice	Covers install flow violations	Does not cover Deceptor offer and carrier apps

Free Bundler Certification

Certify the install flow and how offers are made	Require no carrier apps, no offered apps can be Deceptors

Premium Service for Bundlers

Faster review of flow, offer and carrier apps	Free consulting, App Jail Services, AppEsteem Insiders	Recommended by AppEsteem

Bundler Campaign Implementation

- Checklist: https://customer.appesteem.com/Home/Checklist
- Blog: http://blog.appesteem.com/post/2018/02/27/why-clean-up-the-bundlers
- Press release: http://www.prweb.com/releases/2018/03/prweb15266051.htm
- Request industry notification through CSA, Compliance Partners, and AppEsteem Insiders
- Direct emails to PPI networks
- Industry call: 8 March 2018
- Goal: call out the Bundlers/Downloaders as Deceptors
    - not the carriers/offers inside: we will focus on the bundler behavior
    - Date to first call out Deceptors: tests now until April; target early April.