

Ad Choices

What are Ad Choices?

When a user clicks the icon, AdChoices triggers a pop-up that provides the consumer with more information, as well as the opportunity to opt out of interest-based ads. When you click on the YourAdChoices Icon, you are provided information from the company that helped bring you the ad and a choice to opt out from such interest-based ads using free-to-the-consumer Digital Advertising Alliance (DAA) tools. These tools, through the DAA YourAdChoices program, allow you to exercise control under the DAA Principles for a broad array of companies providing this type of advertising. Read more about AdChoices [here](#).

What is Interest-Based Advertising?

Interest-based advertising is advertising that tries to make the ads you see more interesting and relevant to you based on the types of sites you visit online and other information that does not personally identify you.

Without interest-based advertising, you will still see ads, but those ads are not likely to have anything to do with products or services you care about. With interest-based advertising, you receive ads and offers that are more likely to be useful to you.

Videos below to help you better understand how it works:

- IAB UK on [The Evolution of Online Advertising](#)
- Google on [How Cookies Work](#)

How can I opt-out?

In general, “opting out” means that you want WOW! to limit the information it collects and stores about your computer or device and to not target ads that are based on your interests to your browser or device. Your opt-out is only applicable to WOW! and does not opt you out from platforms provided by third-party companies.

If you use multiple browsers, computers or mobile devices, and wish to limit the information WOW! Collects and stores or do not wish to receive interest-based advertising on any of them, **you must opt out from each browser, computer, and mobile device individually.**

Opt out in the mobile application environment

You may opt out in mobile app environments using the “AppChoices” mobile application, which you can download to your mobile device from your App Store or via the Digital Advertising Alliance AppChoices page [here](#).

Other ways to opt out

You may learn more about interest-based advertising and opt out of interest-based advertising from WOW! and other online advertising companies that are also members of applicable self-regulatory organizations by visiting their opt-out links:

- Network Advertising Initiative (NAI) – <http://optout.networkadvertising.org/>
- Digital Advertising Alliance (DAA) – <http://optout.aboutads.info/>
- Digital Advertising Alliance Canada (DAAC) – <http://youradchoices.ca/choices>
- Digital Advertising Alliance EU (EDAA) – <http://www.youronlinechoices.com/>
- DAA AppChoices page – <http://www.aboutads.info/appchoices>

(Effective: March 2, 2018)