

## Weborama becomes a signatory to the European Framework governing good practices in Online Behavioural Advertising (OBA)

### About Weborama

*Weborama, an Internet pioneer since 1998, stays ahead of the curve, developing and supporting the evolution of interactive advertising for advertisers, agencies and website publishers. Its offering is based on the w.factory™ behavioral marketing marketplace:*

*-the adperf™ Suite (adperf™ Publisher, adperf™ Advertiser and adperf™ Analytics) : ad-serving for advertisers, publishers, tracking & web analytics,*

*-a Media offering, with a behavioral targeting network,*

*-Adrime™, the rich media solution (creation, displaying, tracking and reporting),*

*-the w.Factory™, Weborama's marketing intelligence and research centre: trend analysis & targeting technologies for brands.*

*Weborama supports more than 300 major accounts in France, Spain, UK, Italy, Portugal and the Netherlands.*

*It has been awarded the Oseo ANVAR Innovative Company label and is included in the French and European Deloitte Technology Fast rankings. Weborama has been listed on the Alternext since June 2006.*

Weborama has signed the Framework proposed by IAB Europe on 14th April, which lays down guidelines for good practices in OBA.

The Framework sets out a number of principles to be followed, and to guarantee even greater transparency and control to the general public. It will benefit both consumers and private internet service providers: more transparency and control for the internet user and the preservation of optimum internet navigation.

Weborama is a pioneer in internet advertising and a leader in behavioural targeting in France. It is also one of the front runners for the respect of the internet users and their privacy. *"The sustainability of our digital world depends on the respect of privacy and, generally speaking, on the dialogue with internet users. Weborama commits itself fully to IAB Europe's initiative. It is a comprehensive framework that aims at informing internet users and protecting their privacy"* states Alain Levy, CEO of Weborama.

In doing so, Weborama, along with the other signatories, undertakes to put the Framework into practice before June 2012 and to follow the principal commitments:

- To inform internet users and the online advertising industry about behavioural advertising and, in general, about the Framework;
- To be transparent about data collection and practices associated with online advertising; to give information that is simple, clear and easily accessible by different means;
- To allow checks to be carried out concerning OBA and the general public;
- To guarantee the security of data collected and to limit the time it is kept;
- To limit the segments created to target children;
- To limit the collection of so-called "sensitive" data for OBA purposes.

A seal of approval will be given to companies who sign the Framework, certifying that they have done so and that they conform to its provisions.

The Framework can be viewed on the websites of IAB Europe and IAB France: [www.iabeurope.eu](http://www.iabeurope.eu) , and [www.iabfrance.com](http://www.iabfrance.com)

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