

APPENDIX A

eBay Ad Choice Contextual Notice Example

Advertisement with Contextual Notice

The screenshot shows two advertisements. The top one is for H&R BLOCK, with the text "ADVERTISEMENT (about)" at the top right. The ad content includes "H&R BLOCK", "hrblock.com", "Online tax prep with FREE access to a real, live tax pro.", and a "Get Started." button. The bottom advertisement is for ProductTestPanel.com, with the text "ADVERTISEMENT (about)" at the top right. The ad content includes "ProductTestPanel.com", "Get a FREE* iPhone", "CLICK HERE", and an image of an iPhone. At the bottom, it says "*terms and conditions apply" and "*complete six offers".

AdChoice Interstitial

The screenshot shows the eBay AdChoice interstitial page. It features the eBay logo at the top left. The main heading is "AdChoice". Below it, there is a paragraph explaining that eBay uses information to personalize ads and that AdChoice ads will improve the eBay experience. A link to the eBay Privacy Policy is provided. Another paragraph instructs users to look for the "ADVERTISEMENT (about)" label to control information usage. A red box highlights a paragraph stating: "Yahoo! is our ad network partner for this ad. We send our ad network partners only anonymous information about you, like eBay search terms, demographics and categories of interests. Yahoo! may also use some anonymous information about it's own users to select which ads to display. Click [here](#) to learn more about Yahoo's ad practices, including how to opt out." Below this is the "AdChoice Preferences" section, which includes instructions on managing preferences in a My eBay account. A checkbox is checked, indicating the user wants to use their eBay information for relevant ads. A "Save" button is present. At the bottom right, there is a "Close this Window" link.

The "about" link shown above the advertisement links to the interstitial page shown to the right, above.

APPENDIX B

PSA Ad Animation Sequence

:04



Yahoo! Chef character walks on stage serving a covered silver platter.



He stops to open it.



Camera pushes in to reveal headline on platter.

:10



Headline wipes off as new headline animates on.



Chef closes the lid as camera pushes out.

:15



Chef exits stage revealing logo and button.



Users who clicks “Learn More” will arrive on the following landing page.

PSA Landing Page

