IN RE: FIRST-PARTY MOBILE APP PUBLISHER

Summary:

The Digital Advertising Accountability Program has exercised its discretion to close a review into a mobile app publisher\(^1\) in order to reallocate staff resources to higher-priority matters.\(^2\) The Accountability Program may reopen this review at any time.

DISPOSITION:

Administratively closed.

Jon M. Brescia  
Vice President, Digital Advertising  
Digital Advertising Accountability Program

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\(^1\) The DAA Principles assign responsibilities to entities based on the role these entities are playing in a particular situation. Thus, an entity can be a first party, third party or service provider depending on the function it is performing. *Mobile Guidance* Definition G at 7 (“A First Party is the entity that is the owner of an application, or has Control over the application, with which the consumer interacts, and its Affiliates.”). See also *OBA Principles* Definition F at 10.

\(^2\) Accountability Program, *Accountability Program Procedures* (Aug. 2011), https://www.ascreviews.org/wp-content/uploads/2012/04/OBA-Procedures2.pdf § 4.C.1. at 6 (“The Accountability Program shall have sole and exclusive authority and discretion to select, accept or reject matters with respect to which it will conduct reviews based upon criteria that include, but are not limited to, the following: the number of consumers potentially affected by the alleged violation of the Principles, the significance of the issues being raised, the availability of evidence, staff resources of the Accountability Program, and the need to resolve pending matters expeditiously.”).