

## CRIMTAN SIGNS UP TO EU FRAMEWORK FOR OBA

*Behavioural Advertising Company, Crimtan, commits to new self-regulatory programme providing compliance with EU ePrivacy Directive.*

**LONDON. March 25, 2011.**

Clearly demonstrating its commitment to web user safety and privacy, Crimtan is one of the first companies to sign up to the EU Framework for Online Behavioural Advertising.

The EU Framework was created to help companies comply with the EU ePrivacy Directive and to encourage a harmonized approach for business and users across Europe. This self-regulatory approach has been welcomed by the European Commission, the UK Government and the ICO.

Paul Goad, Managing Director of Crimtan said: “Crimtan is delighted to once again lead the way in openly demonstrating our respect for web users and a commitment to transparency and choice in behavioural advertising.”

In response to the new EU ePrivacy Directive, the Good Practice Principles for Online behavioural Advertising has been superseded by the EU Framework for OBA. Crimtan is fully committed to delivering the obligations outlined in this self-regulatory Framework and was one of the first companies across Europe to sign up to it. Communications Minister, Ed Vaizey, has published an ‘open letter’ that re-iterates UK Government support for the behavioural advertising self-regulatory work. In addition, the letter has the full support of the ICO.

**-ENDS-**

### **About Crimtan:**

Crimtan is a technology-rich Behavioural Ad Network, built on a proprietary Real-time Audience & Media Platform, RAMP360. Crimtan provides online advertisers with advanced digital marketing products and services using precise audience profiling, segmentation, targeting and optimization to deliver ads across an extensive network of unique publishers, SSPs and Ad Exchanges. [www.crimtan.com](http://www.crimtan.com)

### **For more information contact:**

#### **UK**

Paul Goad

MD

Crimson Tangerine Ltd

111 Buckingham Palace Road

London SW1W 0SR

Tel: +44 020 7340 8760

Email: [pgoad@crimtan.com](mailto:pgoad@crimtan.com)