

## Objectives

The Online Advertising Taskforce will work towards the improvement of transparency, accountability and trust in the online advertising supply chain. It will do this by agreeing upon and delivering a programme of work to help improve transparency and accountability to reduce harms, tackle illegal advertising and minimise children being served advertising for products and services illegal to sell to them ('in-scope harms').

## Purpose

The Taskforce aims to work with the advertising industry, regulators, key players in the online advertising supply chain and relevant government departments and agencies to:

- improve the evidence around the in-scope harms and issues around transparency; and
- identify ways in which we can enhance voluntary initiatives or standards to tackle the in-scope harms and increase transparency, by pushing the ambition and/or take-up of these initiatives and considering the development of new standards where gaps are identified;
- in relation to any identified gaps, consider whether Taskforce-led action could help address them and add deliverables to its work programme where it is decided it can.

The Taskforce may consider changes to its programme of work in the future, in line with its overall objectives of improving transparency, trust and accountability. Any changes will be identified and agreed by the Taskforce in conjunction with the Minister, Deputy Chair and Secretariat and the Terms of Reference amended if necessary.

## Frequency and duration

The Taskforce has been reconvened for an additional 12 months, at which point the remit and membership of the Taskforce will be reviewed.

The Taskforce will meet at least three times a year. Any working groups established will be responsible for determining the frequency of their meetings.

## Membership

The Taskforce will be chaired by the Minister for Creative Industries, Media and Arts and will include a mix of experts and industry participants from across the online advertising supply chain, regulators, government departments, and trade bodies.

Other relevant stakeholders may be invited by the government to take part on specific agenda items or in targeted working groups.

Taskforce members are:

- Rt Hon Ian Murray MP, Minister for Creative Industries, Media and Arts (DCMS) - **Chair**
- Mark Lund, Chairman, Advertising Standards Board of Finance (Asbof) - **Deputy Chair**

- Fran Dowling, Deputy Director of Fraud Policy, Home Office (HO)
- Vita Maynard, Deputy Director of Information Resilience & Public Safety, Department for Science, Innovation and Technology (DSIT)
- Tony Thomas, Deputy Director of Consumer Policy, Department for Business and Trade (DBT)
- Guy Parker, Chief Executive, Advertising Standards Authority (ASA)
- Rob Newman, Director of Public Affairs, Incorporated Society of British Advertisers (ISBA)
- Sinead Coogan Jobes, Head of Policy & Public Affairs, Internet Advertising Bureau UK (IAB UK)
- Konrad Shek, Public Policy and Regulation Director, Advertising Association (AA)
- Stephen Woodford, Chief Executive, Advertising Association (AA)
- Richard Lindsay, Director of Legal and Public Affairs, Institute of Practitioners in Advertising (IPA)
- Sayra Tekin, Director of Legal, News Media Association (NMA)
- Helen Fairfax-Wall, Chief Policy and Communications Officer, Stop Scams UK
- Antony Walker, Deputy CEO, TechUK

## **Role of members**

Taskforce members will:

- Actively contribute to the ministerial-chaired meetings of the Taskforce.
- Develop recommendations on how best to deliver the objectives of the Taskforce.
- This may include participation in the established working groups to develop and take forward actions in specific areas in between meetings.
- The Chairs and members will jointly agree to any working groups and their remit. Working groups may include members from outside the Taskforce membership.
- Taskforce members will commit to contributing proactively to the work of the Taskforce, which will include attending meetings and participating in working groups as necessary. Use of substitutes to attend meetings are acceptable by prior agreement of the Chairs.
- Taskforce members are there to support and deliver non-legislative solutions regarding online advertising harms on behalf of their own organisations and through facilitating action from industry.

## **Secretariat and logistics**

The Secretariat for the Taskforce will be led by DCMS officials. The Secretariat will be responsible for arranging meetings, circulating papers at least three working days in advance of each meeting and recording minutes of meetings. The Secretariat will also maintain and track progress of the agreed work plan. Meetings will be held under the Chatham House rule. Each meeting will last for an hour.