



Yahoo! Announces Global Implementation of Do Not Track (DNT)

Yahoo! Among the First Large Online Providers to Provide Live, Global DNT Support

WASHINGTON--(BUSINESS WIRE)-- Yahoo! is pleased to announce the implementation of a Do Not Track (DNT) header solution that will be accessible across Yahoo!'s global network by early summer. Yahoo!'s DNT header solution has been in development since last year and is in accordance with the Digital Advertising Alliance's (DAA) principles. This site-wide DNT mechanism (to include Yahoo! owned Right Media and interclick) will provide a simple step for consumers to express their ad targeting preferences to Yahoo!.

Yahoo! has been a leader in the DNT discussion and has a proven history of providing enhanced transparency and heightened control to its users. This implementation continues our leadership in user privacy where Yahoo! was among the first to launch an [Ad Interest Manager](#) three years ago and the industry [AdChoices](#) Icon program two years ago. With this new feature, Yahoo! continues its leadership in privacy innovation while continuing to create the free online services consumers demand that are made possible through advertising.

We applaud Chairman Bono Mack for her leadership and thoughtful approach to online privacy issues and her foresight to call a hearing on this issue today. Yahoo! looks forward to continuing the dialogue with policymakers to discuss commonsense solutions that protect user privacy while maintaining the free Internet model. As an innovator in the online space, Yahoo! will continue to be at the forefront of industry best practices and self-regulatory initiatives. It is the best and quickest way to introduce protections into the marketplace without sacrificing innovation and value creation for consumers.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. That's how we deliver your world, your way. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. For more information, visit the pressroom ([pressroom.yahoo.com](#)) or the company's blog, Yodel Anecdotal ([yodel.yahoo.com](#)).

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