

Toward a Bill of Rights for Online Advertisers

Benjamin Edelman


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TRAVEL

Obama Warns Democrats of Urgency of Health Bill

 By HELENE COOPER
19 minutes ago

In an appearance that harkened back to his 2008 campaign, President Obama made an emotional pitch for public support to push legislation through a final series of votes.

- A Guide to the Final Lap of the Health Care Debate
- Join the Discussion

As Ballots Are Tallied in Iraq, Americans Call Vote a Milestone

 By STEVEN LEE MYERS and
MARC SANTORA 1 minute ago

The government reported a 62 percent turnout rate, as the American military commander in Iraq praised the Iraqi military for its handling of the election.



Michael Appleton for The New York Times

With Signs of Spring, Diners Go Outside

By DIANE CARDWELL 2:53 PM ET

Outdoor dining season seems to come to New York earlier each year, with patrons eager to take advantage of a growing number of options.

• Post a Comment | Read (11)

For Iran, Enriching Uranium Only Gets Easier

By WILLIAM J. BROAD 1 minute ago

Making the leap from reactor-grade nuclear fuel to bomb-grade is like the rich getting richer: really fast.

• Post a Comment

OPINION »

ALL-NIGHTERS

The A-to-Z Cure

When you can't sleep, don't count sheep, list diseases, suggests Roz Chast.



- Krugman: An Irish Mirror | Comments (301)
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- Editorial: Political Attack on Guantánamo Lawyers
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TRAVEL »

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Host: www.mytoursinfo.com

← HTTP/1.1 200 OK ...
<html> ...
<script src="/js/counter.js" type="text/javascript"> ...
<script src="/js/stat.js" type="text/javascript"></script>
...

→ GET /js/stat.js HTTP/1.1 ...

← HTTP/1.1 200 OK
document.write("<iframe width=0 height=0
    src='http://www.pointtrip.com/florida_tour.html'>");
document.write("<iframe width=0 height=0
    src='http://www.fluentcall.com/pda_phones.html'>");
document.write("<iframe width=0 height=0
    src='http://www.webhotshop.com/shopping.htm'>");
document.write("<iframe width=0 height=0
    src='http://www.freebiespack.com/freebies_insider.htm'...
document.write("<iframe width=0 height=0
    src='http://www.onlinemoneytrading.net/forex_trading.h...
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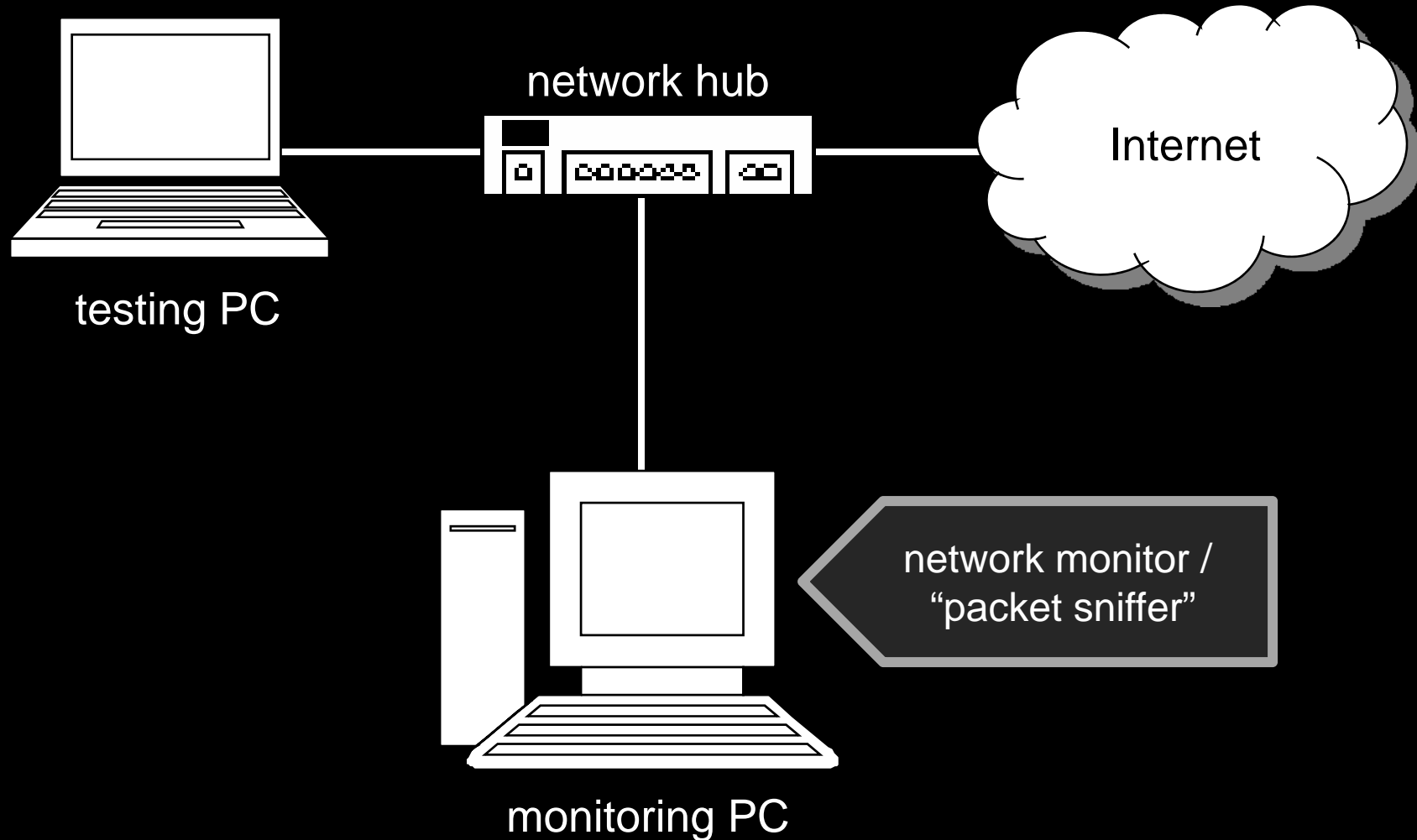
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Investigator's tools



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Results 1 - 10 of about 232,000,000 for **laptop** [definition]. (0.33 seconds)

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Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...	\$1,185 to \$1,456 - 6 stores
HP Pavilion Dv6910us Entertainment - Turion 64 ...	\$649 to \$940 - 18 stores
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Personal Tech: Portable Computers

News about portable computers, including product listings, multimedia and articles published in The New York Times.

[Sony's Green Laptop \(Literally\) - Gadgetwise Blog](#)
Sony shows off new laptops, including one made of recycled CDs and plastic bottles.
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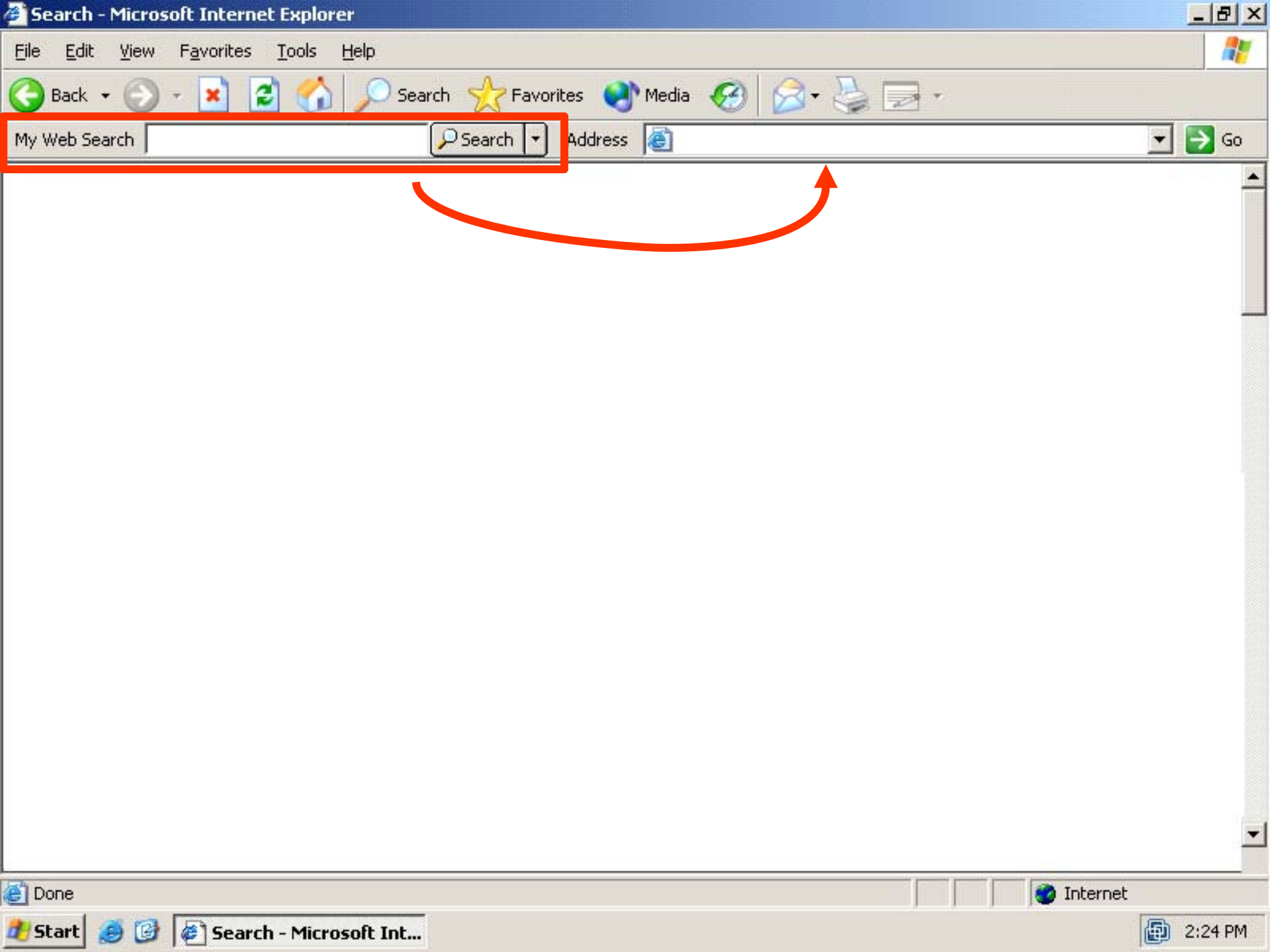
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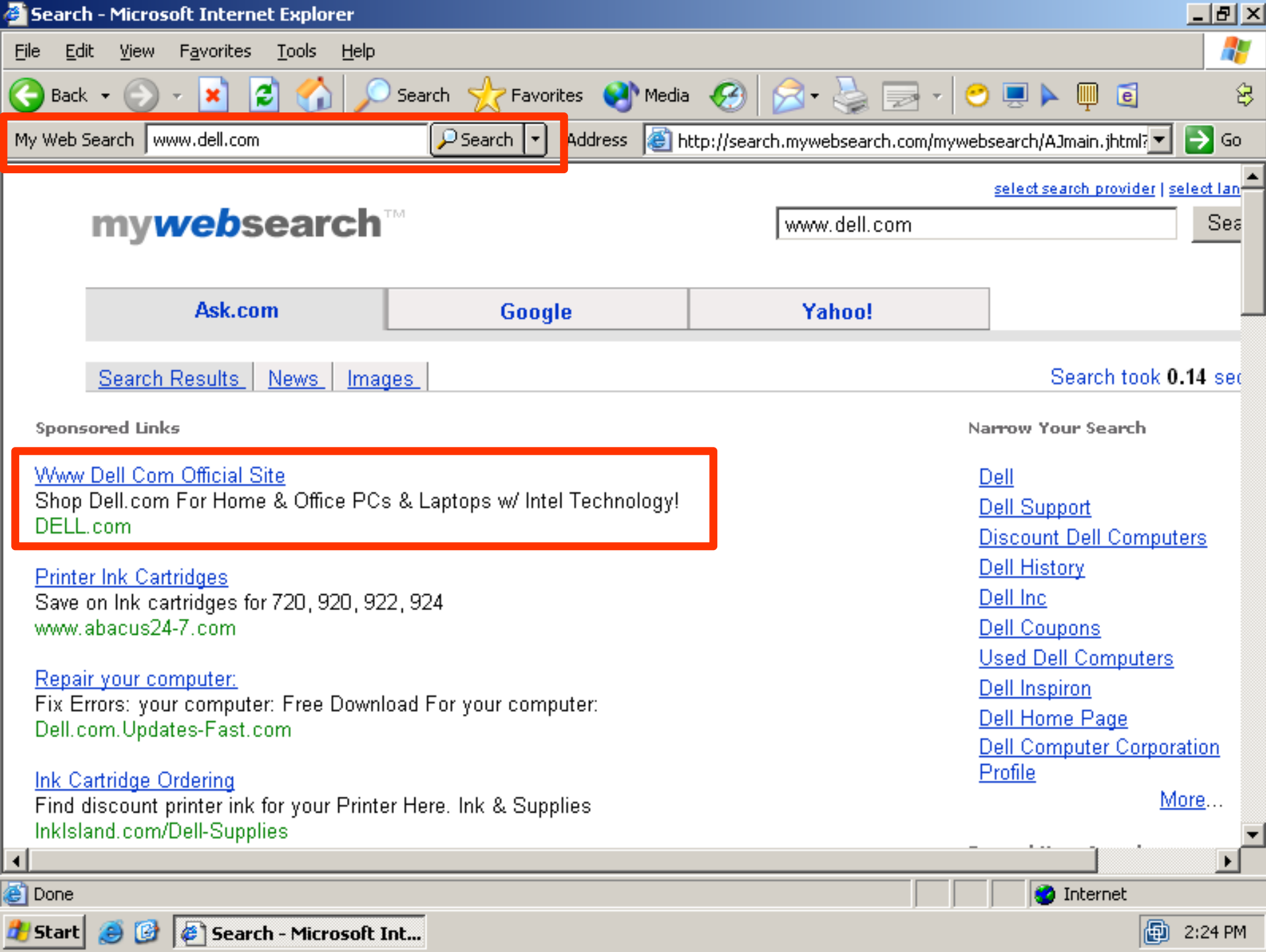
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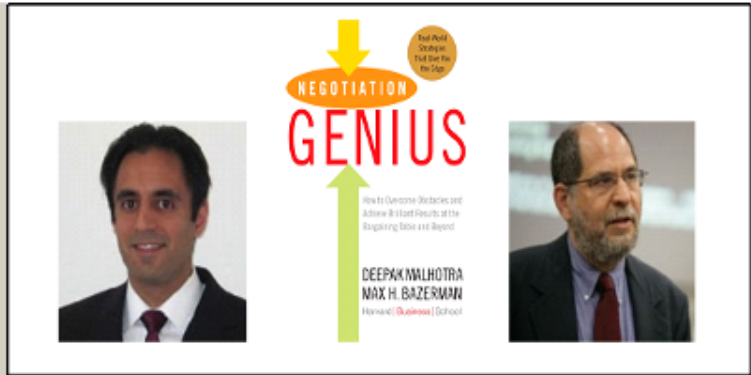
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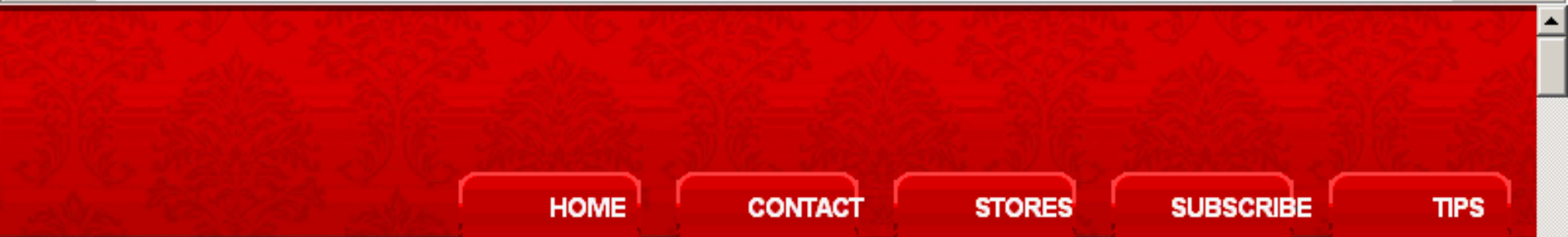
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May
08

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<iframe SRC="http://affiliate.buy.com/gateway.aspx?adid=17662&#038;aid=10389736&#038;pid=2705091&#038;sid=&#038;sURL=http%3A//www.buy.com/" WIDTH=5 HEIGHT=5 frameborder="0" scrolling="no">
```

09-09-2008, 08:11 PM

#41 (permalink)

SecretShopperxy 


Deal Seeker

Join Date: Sep 2008

Posts: 7

Re: Points2Shop - Shop For Free at Amazon.com

Quote:

Originally Posted by **somerset1106** *Are there any other sites like this?? I'm trying to compare em all it's a headache lol.*

Ditto. I am still researching some other sites that are similar. If I find out any information I will keep ya posted. In the meantime, I am going to sign up.



Coming to a store near you!



09-11-2008, 02:30 PM

#42 (permalink)

dem 1481 

Join Date: Aug 2007

←

→GET /img16.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://secure.hostgator.com/cgi-bin/
affiliates/clickthru.cgi?id=dsp1cmnt01 ...

→GET /img17.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://www.amazon.com/?...&tag=qufrho-20

→ GET /iframe3? ...
Host: ad.yieldmanager.com ...

← HTTP/1.1 200 OK

Date: Mon, 29 Sep 2008 05:36:02 GMT

...

<iframe src="http://allebrands.com/allebrands.jpg"

...

→ GET /allebrands.jpg HTTP/1.1 ...

Host: allebrands.com ...

← ...

<iframe src='http://click.linksynergy.com/click?id=Ov83T/v4Fsg&offerid=144797.13&subid=0' width='0' height='0'>

<iframe src='http://www.microsoftaffiliates.net/t.aspx?kbid=9066&p=http%3a%2f%2fcontent.microsoftaffiliates.net%2fWLToolbar.aspx%2f&m=27&cid=8' width='0' height='0'>

<iframe src='http://send.onenetworkdirect.net/z/41/CD98773' width='0' height='0'>

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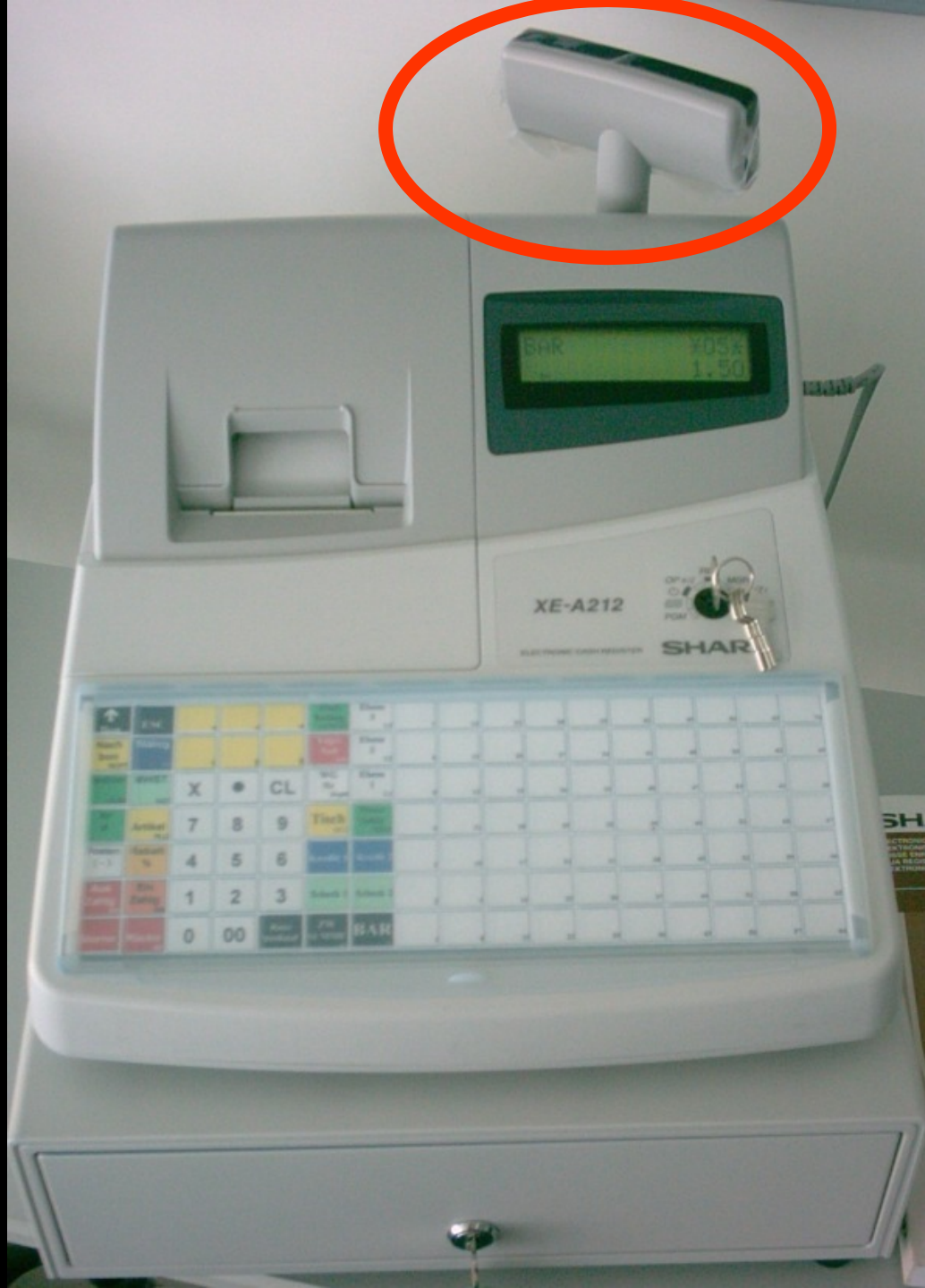
Symantec

Advertisers' Rights **(proposed)**

- The right to know where ads are shown
- The right to meaningful, itemized billing
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently

Advertisers' Rights **(proposed)**

- The right to know where ads are shown
- **The right to meaningful, itemized billing**
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently



“In reply to your traffic quality complaint –

One of our partners had a subpartner that violated our policies. You were charged \$600 for traffic from that subpartner. We will refund you that \$600.”

(adapted from an actual reply from an ad network)

Advertisers' Rights **(proposed)**

- The right to know where ads are shown
- The right to meaningful, itemized billing
- **The right to use, copy, and control own data**
- The right to resolve disputes fairly and transparently

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Inputs Fields. The AdWords API Client must not show in the same area of a page, or otherwise visually or functionally associate, any input fields for collecting or transmitting AdWords API Campaign Management Data with the content of Third Parties or input fields for ... transmitting data to Third Parties. [A]n AdWords API Client must not (a) use the same input field ... to collect ... data that will be used [for] both AdWords ... and also ... for ... a Third Party advertising network, or (b) use input fields ... which are visually adjacent to input fields ... for a campaign on a Third Party advertising network.

Functional Separation. Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. Similarly, any information or data used [for] AdWords ... must have been collected from an input field used only to collect AdWords ... Data. For example, the AdWords API Client may not offer a functionality that copies data from a non-AdWords account into an AdWords account or from an AdWords account to a non-AdWords account.

Campaign Management Data Storage. All AdWords API Campaign Management Data must be stored separate from Third Party advertising network data. Additionally, AdWords API Campaign Management Data may not be stored in a manner that is associated (through relational data structures, links or otherwise) with Third Party advertising network data.

Advertisers' Rights **(proposed)**

- The right to know where ads are shown
- The right to meaningful, itemized billing
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently

AdWords Terms & Conditions

Customer understands and agrees that ads may be placed on any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Customer agrees that all placements of Customer's ads shall conclusively be deemed to have been approved by Customer unless Customer produces contemporaneous documentary evidence showing that Customer disapproved such placements in the manner specified by Google.

Customer understands that third parties may generate impressions or clicks on Customer's ads for prohibited or improper purposes, and Customer accepts the risk of any such impressions and clicks. Customer's exclusive remedy, and Google's exclusive liability, for suspected invalid impressions or clicks is for Customer to make a claim for a refund in the form of advertising credits for Google Properties within the time period required under Section 7 below. To the fullest extent permitted by law, refunds (if any) are at the discretion of Google and only in the form of advertising credit for only Google Properties. Nothing in these Terms or an IO may obligate Google to extend credit to any party.

AdWords Dispute Resolution

10 Miscellaneous. The Agreement must be construed as if both parties jointly wrote it, governed by California law except for its conflicts of laws principles and adjudicated in Santa Clara County, California. ... Any notices to Google must be sent to Google Ireland Limited, AdWords Program, 1st & 2nd Floor, Gordon House, Barrow Street, Dublin 4, Ireland, with a copy to Legal Department, via confirmed facsimile, with a copy sent via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to Customer may be effected by sending email to the email address specified in Customer's account, or by posting a message to Customer's account interface, and is deemed received when sent (for email) or no more than 15 days after having been posted (for messages in Customer's account interface).

Advertisers' Rights **(proposed)**

- The right to know where ads are shown
- The right to meaningful, itemized billing
- The right to use, copy, and control own data
- The right to resolve disputes fairly and transparently

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more examples, specific infractions, etc.