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To ensure the white paper section of the DAA website is consistent with the integrity of the DAA brand and the high-quality representation of the industry, the following guidelines should be adhered to:

White papers should be:

- An educational, insight-filled paper focused on a topic(s) specific to the digital analytics industry.
- Current and include minimal self-promotion of a company or product
- Unbiased and provide fair and reasonable descriptions of alternative options, if comparisons are included
- Free of material that infringes the intellectual property, privacy, or other rights of third parties or for which you are not authorized to publish. No material protected by a third party's copyright or other proprietary right will be posted without the permission of the owner
- Professional and easy to read and navigate

White papers should not contain content that:

- Is a direct promotion of products or services, obscene or otherwise objectionable
- Discloses your and any other company's non-public transactions, business intentions or other confidential information
- DAA will remove your white paper at any time upon your request
- DAA does not endorse any company or the content contained in a white paper and will include a disclaimer stating such on the white paper website