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Network Advertising Initiative Releases Final 2013 Code of Conduct for Interest-Based Advertising

WASHINGTON, DC – May 16, 2013 – [The Network Advertising Initiative](#) (NAI) today announced that it has finalized its 2013 Code of Conduct after receiving public comments on a draft released in March. The final Code takes into account the expanded scope of the third-party online advertising ecosystem and reflects new industry-wide policy developments while maintaining high standards and rigorous compliance requirements around data collection and use for Interest-Based Advertising purposes.

Since 2000, the NAI has imposed self-regulatory standards that ensure that NAI member companies implement, honor, and maintain strong standards with respect to the collection and use of data for online advertising. The NAI Code, updated in 2008 and again with this revision in 2013, imposes notice, transparency, choice, and data security requirements on NAI member companies. The NAI strongly believes that a successful self-regulatory program must continuously evolve to take into account changes in business models, technologies, and public policy. For that reason, in 2012 the organization convened a working group to evaluate developments in the online advertising ecosystem, and released a draft code for public comment in March 2013. Following evaluation of those comments, the NAI today released the final 2013 Code of Conduct.

The 2013 Code of Conduct continues the NAI's history of providing strong disincentives to the collection and use of personally identifiable information for Interest-Based Advertising purposes, as well as imposing rigorous education, notice, and choice requirements. Also reflected in the updated Code is the expanded scope of the third-party ecosystem. Once comprised solely of ad networks, the NAI now includes ad networks, demand side platforms (DSPs), supply side platforms (SSPs), data management platforms (DMPs), data aggregators, ad exchanges, creative optimization firms, yield optimization firms, sharing utilities, and others. With this update to its Code of Conduct, the NAI intends to provide flexibility to accommodate existing and emerging business models and practices. Finally, the 2013 Code of Conduct reflects recent policy developments, including the FTC's Self-Regulatory Principles for Online Behavioral Advertising, the FTC's final Privacy Report, and the White House Privacy Report, as well as other self-regulatory initiatives.

The NAI will educate member companies about the requirements of the new Code throughout 2013, and will begin formally enforcing the revised Code in 2014. The complete 2013 Code of Conduct can be found here: http://www.networkadvertising.org/2013_Principles.pdf.

About the NAI

Founded in 2000, the Network Advertising Initiative (NAI) is the leading self-regulatory association comprised exclusively of third-party digital advertising companies. The NAI promotes the health of the online ecosystem by maintaining and enforcing high standards for data collection and use for online advertising purposes. The organization also educates and empowers consumers to make meaningful choices about their experience with online advertising

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through an easy-to-use opt-out mechanism. To learn more, visit <http://www.networkadvertising.org>.

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