

For Immediate Release

**Network Advertising Initiative Appoints Jurgen Van Staden
as Counsel and Assistant Director of Policy**
*Latest addition to the NYC office brings international, computer
science and security background to the position*

Washington, DC – June 11, 2014 – The [Network Advertising Initiative](#) (NAI) today announced that it has hired Jurgen Van Staden as Counsel and Assistant Director of Policy. In this newly created position, Van Staden will support membership and code enforcement as well as policy development for members, including revisions to the NAI Code of Conduct. He joins NAI Vice President of Member Services and Business Development Bruce Morris and General Counsel and Vice President for Compliance and Policy Noga Rosenthal in the organization’s New York City office.

Van Staden brings a wealth of international as well as computer science and security experience to the position. He is a registered legal and technical expert with EuroPriSe, a highly regarded European privacy seal for information technology products and services. In this capacity, Van Staden was tasked with evaluating technologies for compliance with European Union legal and technical requirements around privacy prior to their presentation to the certification authority. Van Staden also holds a Master of Laws in Intellectual Property Law (LL.M.) from The George Washington University Law School with a focus on e-commerce, cyber law, information privacy law, digital copyrights and computer crime.

“As NAI’s membership continues to expand and the importance of self-regulatory principles becomes more widely understood internationally, Jurgen is a key addition to the NAI team,” said NAI President and CEO Marc Groman. “His unique perspective will be of immediate value to NAI members and underscores our commitment to stay on top of global developments that may impact our self-regulatory program.”

Prior to joining NAI, Van Staden served as Senior Privacy Consultant/Privacy Attorney at 2B Advice, LLC, where he advised European-Union based clients on data privacy and security requirements as well as U.S.-based clients on European-Union data protection requirements. He has also worked as a research assistant for professor and former Federal Trade Commission Chairman William Kovacic. Van Staden began his legal career as a clerk in the office of the chief privacy officer at the U.S. Federal Trade Commission.

In addition to his LL.M. from The George Washington University Law School, Van Staden has received a Master of Science in Computer Science from The University of Tulsa College of Engineering. He is also certified by the Committee on National Security Systems Information Security as a Federal Information System Security Professional, Senior System Manager and Information System Risk Analyst.

About the NAI

Founded in 2000, the not-for-profit 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 through an easy-to-use opt-out mechanism. To learn more, visit www.networkadvertising.org.

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