



For Immediate Release
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Network Advertising Initiative and Digital Advertising Alliance Launch New Version of Choice Tools for Interest-Based Advertising

*New Version of Tools Addresses Non-Cookie Technologies,
Offers Improved Consumer Interface and Enhanced Choice Options*

Washington, DC and New York, NY – The Network Advertising Initiative (NAI) and the Digital Advertising Alliance (DAA) today jointly unveiled new versions of their easy-to-use consumer choice tools for setting preferences about digital advertising data collection and use. Improvements to the [NAI tool](#) and [DAA tool](#) include an enhanced user experience, the ability for companies to easily disclose to consumers their use of both cookie-based and non-cookie technologies for digital interest-based advertising (IBA), and controls for users to opt-out of such use. The new version of the tools is the result of an ongoing collaboration between the two industry-leading self-regulatory organizations for digital advertising and a significant step forward in providing consumer notice and choice.

The new version of the tools, launched today in beta by both organizations, was designed and developed by technology experts at NAI and is the result of over two years of work between NAI staff and member companies. The tools offer a significantly improved consumer experience, including a simplified, mobile-responsive interface; a reduced need to modify browser settings for successful opt-outs; and a real-time status check that reports the use of both cookie-based and non-cookie technologies.

“Our new tool show NAI’s continuing commitment to cutting-edge innovation and transparency in our industry,” said NAI President and CEO Leigh Freund. “The tool is the first to offer a technology-based opt-out for both cookie-based and non-cookie technologies. It surfaces the information consumers care about and gives them a smart, user-friendly way to express their preferences. We are thrilled to launch this new tool in partnership with the DAA and showcase our industry’s dedication to enhancing the consumer’s experience and choice in this ever-evolving landscape.”

“We are delighted to partner with NAI in launching our updated tool so we can provide it to the millions of consumers who visit our online and mobile choice pages,” said DAA Executive Director Lou Mastria. “The improvements in this tool provide increased transparency into emerging data practices, regardless of technology, and they offer additional options for companies to comply with existing DAA standards regarding the use of non-cookie technologies. We look forward to continued collaboration with the NAI on this tool and additional projects.”

Consumers who have already used an existing NAI or DAA choice tool to express their digital advertising preferences will not have those preferences changed by the new version of the tools. Because the updated tool covers both cookie-based and non-cookie technology, consumers are encouraged to use the new versions if they wish to opt-out of IBA that uses non-cookie technology.

“The new tools are just one more demonstration of NAI’s high standards for protecting consumers’ choice in interest-based advertising,” said Doug Miller, NAI Board Chairman. “A free, open, and ad-supported internet is important to consumers and to our industry. When we work together, we all benefit.”

Founded in 2000, the not-for-profit [Network Advertising Initiative \(NAI\)](#) is the leading non-profit self-regulatory association comprised of third-party digital advertising companies and dedicated to responsible data collection and its use. Almost every Internet ad served in the United States involves the technology of one or more of the NAI’s over 100 member companies, who provide the infrastructure for the Interest Based Advertising that enables a thriving and diverse market of ad-supported free content and services. The NAI’s role is to help promote consumer privacy and trust in this market by creating and enforcing [high standards](#) for responsible data collection and use practices online and in mobile environments among its members.

The [Digital Advertising Alliance \(DAA\)](#) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising, while giving consumers information and control over the types of digital advertising they receive. The DAA runs the YourAdChoices and mobile AppChoices programs. Underlying the DAA’s efforts are the [DAA Self-Regulatory Principles](#), including updates to address changing technologies and business models around multi-site, mobile, and cross-device data. Compliance with the DAA Principles is independently enforced for all companies in digital advertising by the Council of Better Business Bureaus and the Data & Marketing Association. The DAA’s board is comprised of the leading national advertising and marketing trade groups, including the 4A’s, American Advertising Federation, Association of National Advertisers, Data & Marketing Association, Interactive Advertising Bureau, and Network Advertising Initiative, in consultation with the Council of Better Business Bureaus.

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