

# NAI Self-Regulation Sets the Standard for the Ad-Tech Industry



Compliance with the Network Advertising Initiative (NAI) Code of Conduct shows consumers and your business partners – advertisers, publishers, other ad-tech companies – that your company is committed to consumer privacy and data protection. The Code requires members to provide effective notice and utilize our easy-to-use choice mechanism.

## Membership Requires Compliance with the NAI Code

NAI members are required to adhere to our Code of Conduct, which:

- requires notice and choice for tailored advertising and ad delivery and reporting
- imposes privacy-protective restrictions on the collection, use, and transfer of data for advertising purposes
- provides extensive guidance for dealing with special types of data, such as data related to location or sensors, or sensitive health data
- details methods for using technologies such as cross-device linking, connected televisions, non-cookie tech, and onboarding offline data.

NAI staff conduct detailed evaluations of applicants' business models to confirm their practices are capable of meeting the requirements of the Code. Staff also examine data collection, use, retention, and sharing practices – and give feedback to help with compliance. Once approved, NAI staff use technical monitoring tools to monitor member web-based opt-out mechanisms and privacy disclosures throughout the year.

## The 2020 NAI Code of Conduct

In 2020, the NAI significantly expanded the scope of the Code to cover the use of user-level offline data for certain tailored advertising uses, expand opt-in consent requirements for new uses of data such as precise location information, and incorporate previous guidance on tailored advertising on televisions.

Following the NAI Code and consulting with NAI staff helps you comply with new privacy laws and regulations from the EU, the U.S. federal government, and states.

## Learn from Detailed Guidance and Best Practices

Along with our Code of Conduct, the NAI publishes additional enforceable guidance and establishes industry best practices on ad-related activities like opt-in consent, and the use of health audience segments or non-cookie technologies.

### Join the NAI, a Pro-Privacy Non-Profit Membership Organization

More than 100 premier companies that engage with consumers online and across online platforms to deliver relevant advertising are NAI members.

To apply, contact [membership@networkadvertising.org](mailto:membership@networkadvertising.org)

 [NetworkAdvertising.org](https://www.networkadvertising.org)

 [@NAI](https://twitter.com/NAI)