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NAI Statement on Apple CEO Tim Cook's Remarks to CPDP

WASHINGTON, DC (January 28, 2021) – The Network Advertising Initiative (NAI) released the following statement from President and CEO Leigh Freund on Apple CEO Tim Cook's remarks to the CPDP Conference:

“It’s important to remember that today’s announcement isn’t just about Facebook. There are hundreds of ad-tech companies bringing competition to the marketplace and innovation in consumer privacy. They should have a voice in the development of new technologies and privacy practices, but so far, Apple has not engaged with the broader industry in a meaningful way to balance privacy protections and consumer benefits from ad-supported media. Ad-supported free and low-cost digital content for consumers hangs in the balance.”

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About the NAI

The NAI is a non-profit organization and the leading self-regulatory association dedicated to responsible data collection and its use for third-party digital advertising. Since 2000, we have been working with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust in across the digital advertising ecosystem. Almost every Internet ad served in the United States involves the technology of one or more of the NAI’s over 100 member companies. Together, these companies form the backbone of the thriving and diverse market of ad-supported free content and services. Additional information can be found at www.networkadvertising.org.