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Contact: Paul Nathanson
202-828-1714
paul.nathanson@bracewell.com

NAI Congratulates Federal Trade Commission Nominees

Washington, DC: Leigh Freund, President and CEO of the Network Advertising Initiative (NAI), issued the following statement on President Donald Trump's nomination of Joseph Simmons, Rohit Chopra and Noah Phillips to serve as Commissioners on the Federal Trade Commission (FTC).

“NAI congratulates Messrs. Simons, Chopra, and Phillips on their nominations to the Federal Trade Commission. Chairman Ohlhausen and the FTC have been great partners in our work, and we have had a productive collaborative relationship over many years on data and privacy issues. Our companies are committed to these issues, and we look forward to working with the new leadership of the Commission to further its role as the key enforcement agency that delivers real and noticeable outcomes for consumers.”

About the NAI

Founded in 2000, the not-for-profit Network Advertising Initiative (NAI) is the leading non-profit self-regulatory association comprised exclusively 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 108 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. Additional information can be found at www.networkadvertising.org