

**FOR IMMEDIATE RELEASE**

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## **NAI Responds to Google Announcement About Chrome's Support for Third-Party Cookies**

WASHINGTON, D.C. (January 15, 2020) In response to Google's announcement [\*Building a more private web: A path towards making third party cookies obsolete\*](#), NAI President and CEO, Leigh Freund, offered the following statement:

"Google's announcement to discontinue support for third-party cookies in Chrome will have major implications, not only for the digital advertising industry, but also for consumers, and the future of technological innovation. This announcement comes at a time when cookies have been crumbling for years. We are at a critical juncture in the evolution of the internet and advertising technology. Consumers, publishers, advertisers and technology companies all have a common objective: a continuation of robust, ad-supported digital content across the internet, and respect for individual privacy.

To achieve this, consumers need clear mechanisms to exercise privacy choices, and these choices must be supported by technology that works across platforms and devices, and over time. Therefore, we must have a broad, collaborative industry effort to establish technology standards to enhance consumer privacy, and to preserve the ad-supported internet that has become so important to our daily lives. In furtherance of this objective, NAI has been proud to contribute to the IAB Tech Lab's [\*Proposal for Enhanced Accountability\*](#), that aims to integrate strong consumer privacy protections, and company accountability, into the DNA of internet advertising. We welcome Google's involvement and recent contributions to establish a reinvigorated, collaborative discussion, and we appreciate their commitment to continue supporting cookies until such time as an effective alternative can be implemented.

Of course, it is also critical that any new solution needs to put consumers first, and it must be free from competitive implications that tilt the ecosystem in favor of particular businesses to the detriment of others. The NAI is committed to working collaboratively with our partners in the advertising and technology industry, as well as policymakers and other stakeholders to achieve a privacy-preserving alternative that promote continuation of robust, ad-supported digital content across the internet."

### **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](http://www.networkadvertising.org).

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