

NAI Announces Updated 2020 Code of Conduct

The Network Advertising Initiative (NAI) is proud to announce our revised 2020 NAI Code of Conduct (2020 Code). This document makes a number of material changes in requirements for NAI members, and it represents the most comprehensive overhaul of the NAI's self-regulatory requirements since the release of the original Code of Conduct in 2000.

Technological and product developments over the past few years have necessitated a thorough revision to the NAI Code in order to keep up with the landscape in digital advertising. The 2020 Code expands NAI coverage to new products and technologies used in the digital advertising industry and strengthens many existing requirements with regard to NAI member companies' data collection and use for digital advertising.

The updated 2020 Code revises a wide range of provisions and adds new requirements for members. Key highlights include:

- **Scope of Tailored Advertising** – The scope of Tailored Advertising is expanded to cover all use of previously collected user-level data for Tailored Advertising across websites and applications, as well as on covered devices. This includes onboarded offline data and advertiser data, which are brought under the scope of the Code when used to target ads.
- **Precise Location Information**
 - NAI requirements for the use of Precise location Information are expanded to require Opt-In Consent for Ad-Delivery and Reporting in addition to Tailored Advertising. This now covers real-time use of location data.
 - The 2020 Code clarifies that in order for a member to obtain reasonable assurances that an application publisher has obtained Opt-In Consent on the member's behalf, the member must take technical or contractual measures to help ensure that the application provides the user with additional notice regarding the sharing of Precise Location Information with third parties.
- **Sensor Information** – The scope of the 2020 Code was expanded to meet consumer expectations with respect to data collected by sensors included in their various devices, creating stringent requirements for the collection and use of Sensor Information, which includes microphone, camera, and biometric sensors. Opt-In Consent is required to collect data from these devices for purposes of Tailored Advertising or Ad Delivery and Reporting.
- **Political Audience Targeting** – The 2020 Code requires NAI members to provide transparency by disclosing the political audience targeting segments they use for digital advertising.

- **Age Restrictions for Tailored Advertising** – The minimum age restriction for which NAI members may knowingly create targeting audiences was raised from 13 to 16.
- **Use of Personally-Identified Information (PII) for Tailored Advertising** – The NAI made several updates to further enhance notice and choice surrounding the use of PII for Tailored Advertising.
 - This now requires a PII-based Opt-Out Mechanism available on the member’s site and the NAI website. This change allows consumers to express their choice for NAI member companies to not use their Personally-Identified Information for Tailored Advertising, in agreement with the California Consumer Privacy Act. This Opt-Out Mechanism also applies to members’ use of hashed PII for Audience-Matched Advertising, also referred to as onboarding “offline” or advertiser data for Tailored Advertising Purposes.
 - We further clarified that in addition to providing a PII-based Opt-Out Mechanism, members must also provide users with access to all such PII (and Device-Identified Information tied to the PII) and to provide an option for the user to request the deletion of any PII (and DII tied to the PII) except what is needed to maintain the opt-out status.

The NAI will provide training and education for its members over the next six months as it prepares to begin enforcement of the 2020 Code, which is planned for January 1, 2020. The full [2020 Code of Conduct](#) is now available.

About the NAI

The NAI is the leading non-profit, self-regulatory body focused on advertising technology providers in the online advertising ecosystem. Created during the nascence of the online advertising industry in 2000, the NAI is one of the Internet’s longest standing and most respected industry self-regulation efforts. The NAI currently has over 100 member companies and continues to expand. For more information about the NAI Code of Conduct, contact Anthony Matyjaszewski at anthony@networkadvertising.org.