



**For Immediate Release**  
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## **Network Advertising Initiative (NAI) Publishes Guidance on Use of Non-Cookie Technologies**

*Washington, DC:* The Network Advertising Initiative, a leading non-profit self-regulatory association dedicated to responsible data collection and use for digital advertising, today published [Guidance for NAI Members: Use of Non-Cookie Technologies for Interest Based Advertising Consistent with the NAI Code of Conduct](#). The Guidance provides NAI's 96 members clarity on how they can comply with the [NAI Code of Conduct](#) when they use non-cookie technologies for interest-based advertising and reflects NAI's commitment to supporting a free and thriving internet while protecting consumer privacy in the modern digital ecosystem.

The NAI Code is a set of self-regulatory principles that requires NAI member companies to comply with a range of requirements, including the requirement to provide notice and choice with respect to their Interest-Based Advertising (IBA) and Ad Delivery and Reporting activities. While the Code is technology neutral, these activities were traditionally conducted using HTTP cookies. This Guidance clarifies how the NAI Code's requirements apply to new, non-cookie technologies that are emerging throughout the ecosystem. NAI strives to help its members maintain strong consumer privacy protections, even as they navigate a constantly evolving technological landscape. This Guidance is an important step towards addressing new ideas and technical advancements as our members continue to lead innovation in digital advertising.

“The Guidance clarifies NAI member requirements around transparency and notice under the NAI Code, and includes the obligation to disclose the use of non-cookie technologies publicly,” said Jurgen Van Staden, NAI's Counsel and Director of Policy. “Additionally, this Guidance requires NAI members to provide consumers control over their technologies. Consumers will be able to access a central mechanism on the NAI's website to opt out of NAI members' use of non-cookie technologies for interest-based advertising.”

The Guidance is the result of an extensive and focused membership-wide effort to address data collection and use with non-cookie technologies.

“For more than a year, over 20 NAI members served on our Beyond Cookies Working Group, volunteering countless hours and resources as the Guidance was repeatedly structured, drafted, evaluated, debated and tested,” said Van Staden. “Members took time to attend educational webinars and provide feedback, as well as ask questions and engage in extended reviews of the Guidance and consider its implications.”

“I’m proud of our work and proud of our membership and their tireless efforts in developing this meaningful Guidance,” said NAI President Leigh Freund. “The Guidance reflects a significant component of NAI’s self-regulatory program – members who are committed to evolving self-regulation in a responsible and meaningful way, and to modeling and adapting their business practices to ensure that they uphold the spirit and mission represented by the [NAI Code of Conduct](#).”

The Guidance Document can be found [here](#). FAQs on the Guidance can be found [here](#). Read NAI’s Jurgen Van Staden’s blog post on the Guidance [here](#).

Founded in 2000, the not-for-profit Network Advertising Initiative (NAI) is the leading non-profit self-regulatory association dedicated to responsible data collection and its use for digital advertising. NAI is the only membership organization comprised exclusively of third-party digital advertising companies. Almost every Internet ad served in the United States involves the technology of one or more of the NAI’s approximately 100 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](http://www.networkadvertising.org).

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