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Network Advertising Initiative Releases 2018 Code of Conduct
New Document Reflects Industry Changes by Consolidating Existing Code and App Code

WASHINGTON, DC-- [The Network Advertising Initiative](#) (NAI) today released its 2018 Code of Conduct, a holistic document for members, consumers, and regulators that consolidates existing Codes, incorporates NAI best practices and guidance documents, and introduces revised industry terminology.

The new Code merges the NAI's Code of Conduct for data collection and use in a web-based environment with its Mobile Application Code which governs the same activity on a mobile-app platform. The Code also folds in additional guidance materials published by the NAI in recent years.

"Integrating the Codes and other materials into a single self-regulatory document makes sense because there is now little substantive difference between web-based and mobile-app platforms," said Anthony Matyjaszewski, the NAI's Vice President for Compliance & Member Development. "Further, evolution in digital advertising has rendered mobile advertising just as important as web advertising. The consolidated structure of this Code will make it easier for both members and consumers to find all NAI requirements in one place."

The new Code is a reflection of the NAI's ongoing commitment to evolving with technology while upholding its gold standard for rigorous consumer privacy standards.

The 2018 Code also updates some terminology to further simplify and clarify industry activities. For example, the term, "Personalized Advertising" is used to streamline requirements that apply equally to Interest-Based Advertising (IBA), Cross-App Advertising (CAA), and Retargeting. Additionally, the term, "Non-Personally Identifiable Information" (Non-PII) is replaced with, "Device-Identifiable Information" (DII) to acknowledge that with enough effort and resources, many data types may be re-identified.

"The 2018 Code is a case study in how self-regulation works," said Leigh Freund, President and CEO of the NAI. "NAI staff is in constant communication with our members so we know what technologies they are using, what opportunities they are seeing, and what challenges they are facing. As a result, we can work quickly to ensure that our Code adequately addresses today's digital ecosystem."

"This streamlined document makes NAI standards and requirements easier to find and understand for industry, users, and regulators," Matyjaszewski added. "By promoting self-regulation with an eye to the future, we will ensure that our members remain both competitive and committed to consumer privacy."