

**FOR IMMEDIATE RELEASE**

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## **NAI Reacts to New York City Location Data Proposal**

*Leading Self-Reg Organization Welcomes Opt-in Requirement for Sensitive Location Data, Calls for National Standard*

WASHINGTON, D.C (July 25, 2019) -- In response to the location privacy bill introduced in the New York City Council on July 23, 2019, NAI President and CEO, Leigh Freund, offered the following statement:

“Consumers’ Precise Location Data is sensitive information, and it deserves a higher level of protection. This is why the NAI requires opt-in consent for the use of Precise Location Data in accordance with our Code of Conduct. Additionally, the revised 2020 NAI Code of Conduct, which will go into effect in Jan. 2020, requires members to go above and beyond platform-provided consent mechanisms by working with application publishers to provide additional ‘just-in-time’ notice regarding any sharing of Precise Location Data with third-parties for digital advertising purposes, to ensure that consumers can make informed decisions about sharing their location data. The NAI is working with its members to provide further guidance regarding how such additional notice should be implemented.

“However, rather than creating a patchwork of divergent privacy regulations at the state and local level, the NAI urges Congress to incorporate this issue as part of a national privacy framework so that consumers can enjoy the same level of privacy protection regardless of where they live in the country.”

### **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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