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**CONTACT:** Nat Wood, 410-507-7898, [media@networkadvertising.org](mailto:media@networkadvertising.org)

## **NAI Praises L.A. City Attorney's Settlement Over The Weather Channel App**

### ***Following NAI Opt-in Guidance is Critical for Apps and Advertising Partners***

WASHINGTON, DC (August 19, 2020) – Network Advertising Initiative (NAI) President & CEO Leigh Freund issued the following statement on today's [announcement](#) that L.A. City Attorney Mike Feuer has settled a [lawsuit](#) that alleged The Weather Channel app used the location tracking technology present in the app to monitor where users live, work, and visit, and shared that information with third parties, without adequately disclosing those practices in the screens presented to users when they decide whether to allow location tracking. Those practices also violate [NAI opt-in guidance](#).

“This case is a very important development for the mobile app industry. Apps collecting data have officially been put on notice that consumers deserve to know how their sensitive data is being used and who it is being shared with.

The NAI's opt-in consent guidance provides critical direction to companies to help solve this problem by establishing requirements for NAI members and our partners who publish apps. These guidelines should be adapted consistently across the advertising ecosystem to enhance the level of notice and choice that consumers deserve.

We need comprehensive federal privacy legislation to establish these rules of the road and others. In the meantime, responsible companies are adopting them voluntarily.”

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