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NAI Announces Revised 2020 Code of Conduct
New Code Dramatically Expands Coverage to Meet Modern Ad Practices

WASHINGTON, D.C. (May 14, 2019) – The Network Advertising Initiative (NAI), the leading self-regulatory association dedicated to responsible data collection and use for digital advertising, announces the publication of its 2020 Code of Conduct. This document represents the most comprehensive overhaul of the NAI’s self-regulatory requirements since the release of the original Code of Conduct in 2000. 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 2020 NAI Code expands the scope of coverage to modern digital advertising practices by formally including the use of offline data and advertiser customer database information to target ads across websites, applications, and television screens; something many of our members already proactively honor,” said Leigh Freund, NAI President and CEO. “This Code further aims to futureproof and proactively fill potential gaps by including any other use of previously collected data about a particular user or device to target digital advertising.”

“The publication of the 2020 Code also provides an opportunity for the NAI to expand requirements around the collection and use of Precise Location Information, and we are asking members to work with application publishers to provide additional notice regarding advertising uses of data when obtaining consumer consent,” said Anthony Matyjaszewski, NAI VP for Compliance. “In addition to Precise Location Information, the 2020 Code creates stringent requirements for the collection and use of Sensor Information, including microphone, camera, and biometric sensors.”

“Consistent with the California Consumer Privacy Act (CCPA) the NAI’s 2020 Code raises the minimum age for targeting audiences from 13 to 16, said Leigh Freund. “The Code also introduces first-of-a-kind requirements to increase transparency for political audience targeting, requiring NAI members to disclose the political audience segments they use for Tailored Advertising.”

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 1st, 2020. The full [Code of Conduct](#) is now available, as well as a [summary](#) of major updates.

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