

Network Advertising Initiative Proposes Updated Principles

Proposes broader consumer protections

YORK, MAINE—April 10, 2008—The Network Advertising Initiative (NAI), a coalition representing companies in the online behavioral advertising marketplace, has released for public comment an updated version of its NAI Principles.

The Proposed 2008 NAI Principles include a variety of enhanced consumer protections:

- Clarified "sensitive" consumer segment prohibitions
- New rules requiring opt-in consent for certain "restricted consumer segments"
- Prohibition against creating behavioral advertising segments specifically targeting children under the age of 13
- Enhanced data security requirements

The document was released in conjunction with comments submitted to the FTC today by the NAI in response to Commission Staff's December 2007 Proposed Principles for Online Behavioral Advertising.

The proposed 2008 NAI Principles are being offered as an update to the original NAI Principles, first adopted in 2000. These Principles have served as the only self-regulatory code of conduct in the online advertising space and have governed NAI members since their adoption.

NAI member companies consulted with a variety of stakeholders in developing the revised proposals. They hope that with the release of this draft for public comment, they will benefit from even broader input.

To that end, the NAI will hold a 45-day public comment period, through Thursday, June 12, to capture public feedback. After receiving input, the NAI Board will consider feedback and will make final decisions about appropriate updates.

To review the NAI's FTC Comment submission, its proposed draft of 2008 NAI Principles, and to make comments on the draft document, visit <http://www.networkadvertising.org>.

About the NAI

The NAI (Network Advertising Initiative) is a cooperative of online marketing companies committed to building consumer awareness and establishing responsible business and data management practices and standards. As increasingly sophisticated online advertising technologies evolve, consumer concerns about their impact on online privacy mount. The NAI is prepared to meet these concerns with both effective industry self-regulation and sensible protections for online consumers. To learn more, visit www.networkadvertising.org.

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