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NAI Hails Revised Transparency and Consent Framework *Consumer-centric Updates in TCF 2.0 Represent a Major Step Forward for GDPR Compliance*

WASHINGTON, D.C (August 22, 2019) -- Yesterday, the IAB Europe and IAB Tech Lab announced the release of an updated version of the Transparency & Consent Framework (TCF 2.0), an industry-developed tool supporting advertising technology companies, publishers and brands in Europe as they manage their compliance obligations under the General Data Protection Regulation (GDPR) and ePrivacy Directive. In response, NAI President and CEO, Leigh Freund, offered the following statement:

"The NAI applauds the IAB Europe and IAB Tech Lab's terrific work to bring this enhanced privacy tool to market. The TCF 2.0 brings additional consumer transparency and choice, the right for consumers to object to data processing, and greater publisher control and flexibility. We are proud to be one of the 55 companies and organizations from across the digital advertising ecosystem that worked tirelessly to make important improvements and new functionality to this crucial compliance instrument.

"The TCF 2.0 aligns with the NAI's core values and mission -- to promote responsible, consumer-centric business and data management practices throughout the digital advertising ecosystem. As the NAI continues its work to develop, iterate, and champion industry best practices in online privacy and data management, we will continue to support and promote industry-led, consumer-centric frameworks such as the TCF that increase privacy protections for consumers and provide greater accountability for companies."

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 worked with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust 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.

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