

## NAI Working Groups Open to All Companies Across Digital Ads Ecosystem

As the advertising and marketing industries face unprecedented regulation and rapidly evolving new technologies, collaboration around enhancing consumer privacy and trust is more important than ever. The NAI is excited to announce that it is creating an opportunity to allow for robust engagement and collaboration by opening participation in its working groups to the larger ecosystem – including agencies, advertisers, publishers, OEMs, and others. The NAI's goal is to build strong industry partnerships and develop the solutions needed for businesses to thrive in a privacy-centric future.

The NAI has been a thought leader on privacy for more than 20 years, helping its members implement best practices and stay ahead of regulatory trends from sensitive health data to the use of precise locations. Our working groups are open, collaborative, and highly engaged – and they produce transparent, thoughtful, and practical guidance that is built on consensus and a shared desire to create strong, protective data collection practices. Sign up now to join one, two or all three of our working groups starting in January 2022! See descriptions below to help decide what is best for your organization.

### Privileges & Benefits for Working Group Participants & Supporters

**In addition to active participation in the working groups as described below, NAI Supporters also receive access to valuable NAI resources, including:**

- The biweekly Digital Download newsletter, which summarizes key developments in privacy for digital advertising in a timely, digestible manner.
- Ad hoc discussions with relevant NAI staff on matters or questions specific to your company or organization.
- White papers, analysis and other work product developed by all working groups.
- Invitations and supporter discounts on NAI events, including the annual NAI Summit.

**For more information please visit: [thenai.org/nai-working-groups](https://thenai.org/nai-working-groups)**

## Public Policy Working Group

(meets the third Thursday of each month at 2 p.m. ET)

This working group offers the industry's most comprehensive review and discussion of legislative and regulatory activity on digital advertising at both the U.S. federal and state levels. This group provides opportunities for participants to help champion the NAI's mission and messages, while focusing public policy efforts on specific issues of interest to your company. Monthly working group meetings are places to explore issues and ideas across the industry.

## State Legal and Regulatory Working Group

(meets the second Tuesday of each month at 3 p.m. ET)

With a patchwork of state privacy laws and evolving regulations, companies across the digital advertising and marketing industries are finding it challenging to interpret key legal requirements, develop effective implementation strategies across business models, and weigh liability risks in their key business partnerships. This working group provides a forum to develop strategies leveraging collective industry expertise and best practices to help participants working on compliance better problem-solve operational and implementation challenges. This group was initially created to work on CCPA implementation, resulting in a series of key legal analysis and white papers. It was expanded in 2021 to tackle the wide range of operational hurdles posed by CPRA as well as the laws in Virginia and Colorado and any notable upcoming news. Current projects include work on dark patterns and opt-out preference signals, while upcoming projects will address the use of Demographic Data for Tailored Advertising.

## Data Governance Working Group

(first Wednesday of each month at 2 p.m. ET)

This working group explores threats to data governance posed by the advertising and marketing industry's rapidly evolving technology, solutions, and laws. Standing meetings help participants keep pace with key developments and contribute to the growth of privacy-protective consensus policies. Subcommittees will be formed to discuss specific subject matter areas to develop guidance and best practice. The following are issues where we're considering new workstreams and establishing subcommittees:

- CTV/OTT Framework and Code of Conduct
- Household and IP Targeting Guidance
- Martech Framework and Code of Conduct
- Sensitive Locations Best Practices
- Expanded Health Targeting Guidance

Joining specific subcommittees helps companies efficiently use their time by meeting only about those issues most pressing for their governance.

Pricing for all working groups is based on annual participation. Participation in each working group is \$12,500, two working groups is \$17,500, or join all three for \$22,500 (all associated subcommittees are included in the applicable pricing). If you are interested, please contact us via our [form](https://thenai.org/nai-working-groups) (thenai.org/nai-working-groups). We will follow up to answer any questions and help integrate you into our working groups.