



409 7th Street, NW, Suite 250
Washington, DC 20004

June 25, 2024

The Honorable Cathy McMorris Rodgers
Chair, U.S. House Committee on Energy and
Commerce
2188 Rayburn House Office Building
Washington, DC 20515

The Honorable Frank Pallone Jr.
Ranking Member, U.S. House Committee on
Energy and Commerce
2107 Rayburn House Office Building
Washington, DC 20515

Dear Chairwoman McMorris Rodgers and Ranking Member Pallone:

On behalf of the Network Advertising Initiative (NAI), thank you for your continued efforts to enact a U.S. national consumer privacy framework. Unfortunately, we urge you and members of the Committee to continue working to further improve the American Privacy Rights Act (APRA) draft legislation before advancing it to the full House for consideration.

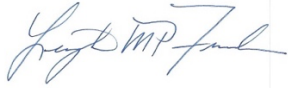
The NAI was founded in 2000 and has served as the leading non-profit, self-regulatory association for advertising technology companies for over 20 years. Since its inception, the NAI has promoted strong consumer privacy protections, a free and open ad-supported internet, and a robust digital advertising industry, by promoting the highest voluntary industry standards for the responsible collection and use of consumer data by advertising technology companies. The NAI is committed to promoting responsible data-driven advertising that powers a rich digital media industry and supports free and low-cost digital content for consumers.

The NAI's top policy priority is the establishment of a uniform national privacy law that protects consumers and provides a level playing field for all companies, replacing the confusing and inconsistent patchwork of state privacy—the current patchwork neither benefits consumers, nor U.S. businesses. Unfortunately, as currently drafted, APRA contains many provisions that would substantially and unnecessarily limit responsible data-driven advertising practices.

Specifically, while the APRA seeks to establish targeted advertising as a permissible purpose for processing and transferring covered data, the data minimization provisions in Sec. 102 would amount to a ban on targeted advertising. Other provisions in the updated draft APRA would also further limit the opportunities to provide responsible data-driven advertising and marketing.

While we believe that this Congress and the Energy & Commerce Committee's ongoing efforts present the best opportunity our Nation has seen for enactment of a national consumer privacy framework, we urge the Committee to make further amendments to this legislation. To that end, we welcome the opportunity to work with you to balance the goals of strengthening consumer privacy and maintaining free and low-cost digital media fueled by data-driven advertising.

Sincerely,

A handwritten signature in black ink, appearing to read "Leigh Freund", enclosed in a thin black rectangular border.

Leigh Freund
President & CEO
NAI

cc: Members of the House Committee on Energy & Commerce