



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

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NAI Applauds Senate's Passage of Strong Children's Privacy Legislation

KOSPA provides opportunity to level the playing field on kids privacy for all companies

July 30, 2024 (Washington D.C.) – Today, the Senate passed the Kids Online Safety and Privacy Act (KOSPA) by a vote of 91-3. NAI President and CEO Leigh Freund issued the following statement in response to KOSPA's proposed privacy protections:

“NAI members and responsible companies across the digital advertising industry do not want to collect or use children's data for targeted advertising, and KOSPA would ensure that all companies are held to that same standard.

“The NAI has led the digital advertising industry for years through the promotion of voluntary protections for children's data, such as extending COPPA's parental consent requirement in 2020 to include kids under the age of 16. We also [called on Congress](#) in 2023 to enact legislation to prohibit targeted advertising to known minors.

“We support KOSPA's prohibition on targeted advertising to children because it would level the playing field for all companies, not just those that agree to voluntary industry standards. However, to ensure that appropriate free and affordable ad-supported content remains available to families with children, it is essential to preserve relevant contextual advertising and effective ad measurement and attribution, both of which KOSPA recognizes as priorities.

“The NAI looks forward to working with members of Congress in the weeks ahead to ensure that KOSPA's protections for kids can be operationalized and adopted across industry, and to establish these as a uniform national standard that replaces the emerging state patchwork of children's privacy laws.”

About the NAI

Founded in 2000, the NAI is the leading non-profit, self-regulatory association for advertising technology companies. For over 20 years, the NAI has promoted strong consumer privacy protections, a free and open internet, and a robust digital advertising industry by maintaining and enforcing the highest voluntary industry standards for the responsible collection and use of consumer data. Our member companies range from small startups to the largest companies in the industry, and they collectively represent a substantial portion of the digital advertising technology ecosystem.