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NAI Establishes Detailed Requirements for Obtaining Opt-in Consent in Consumer Apps

New Guidelines Will Greatly Enhance Consumer Notice and Choice for Collection of Location and Other Sensitive App Data

WASHINGTON, D.C. (December 2, 2019) - The Network Advertising Initiative (NAI) today [released a new Guidance](#) document establishing detailed requirements for NAI members and their partners regarding Opt-In Consent for Precise Location Information and other sensitive data categories commonly collected by mobile apps.

"When consumers are asked by apps to approve the collection and use of their data, they deserve to know how that data is being used and who it is being shared with," said Leigh Freund, NAI President and CEO. "This Guidance responds to consumer concerns that the level of transparency for data collection in mobile apps is insufficient. While there has been a lot of attention on consumers' Precise Location Information, this set of requirements doesn't stop there. Instead, it extends more broadly."

Specifically, the Guidance expands on requirements in the NAI's updated 2020 Code of Conduct, describing the type of clear and conspicuous detailed notice that is required before a member (or the member's partner) obtains Opt-In Consent. Platform-provided consent for data collection by apps will not suffice for most advertising uses of Precise Location Information, as it only addresses the app's collection of that data, and not sharing or downstream use. In order for an NAI member company to rely on these platform-provided consent mechanisms, additional notice must be provided to the user at the time of consent, clarifying that the data will be shared with third parties for advertising purposes. This requirement will apply equally to Sensor Data, Personal Directory Data and other Sensitive Data used for Tailored Advertising or Ad Delivery and Reporting.

"As ad tech companies, NAI members are not in a position to effectively provide this notice directly to consumers, so this Guidance establishes a key set of requirements on our partners who publish apps," Freund continued. "Beyond the notice requirement, NAI members will be requiring partners to update their contractual language and apply new restrictions to the real time use of raw data. These are changes that need to take place consistently across the ecosystem to enhance the level of notice and choice that consumers deserve."

View a one page [summary](#) or [full guidance](#).

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 digital advertising technology companies. Since 2000, we have been working with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust in 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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