



IMMEDIATE RELEASE

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NAI Statement on Google's Privacy Announcement

WASHINGTON, DC (March 3, 2021) – The Network Advertising Initiative released the following statement by NAI President & CEO Leigh Freund. Google today announced that once third-party cookies are phased out, it will not build alternate identifiers to track individuals as they browse across the web, nor will the company use them in its products.

"The NAI values Google's engagement with the broader digital media industry on the future of tailored advertising. We are working together to build a privacy-first internet. This is imperative, because consumers want promotions and ads that are relevant, and they demand rich digital content supported by ad revenue.

The relationships between consumers and the brands and publishers they engage with are indeed critical, and it also is important that there be a level playing field between first-party platforms and other stakeholders in the ad ecosystem. Privacy is a shared commitment, but it should not be used as a barrier so that platforms or technology intermediaries hold all the data about online activities."