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## NAI Releases Behavioral Advertising Self-Regulatory Principles

2009-01-05

Behavioral advertising—the use of information concerning a user's online behavior to deliver ads targeted at the user's interests—has been the focus of increased regulatory and Congressional scrutiny. Up to this point, however, policymakers have not imposed mandatory regulations on this practice. Instead, in December 2007, the Federal Trade Commission (FTC) staff released a set of proposed principles to guide self-regulation in this area. Acting at least partly in response to the FTC's action, and after wide consultation with industry and regulators, on December 16, 2008, the Network Advertising Initiative (NAI)—a prominent self-regulatory organization composed of businesses in the online advertising marketplace—released a set of binding principles governing the collection, use and sharing of information by companies engaged in behavioral advertising. For more on these principles, see our [recent Email Alert](#).