

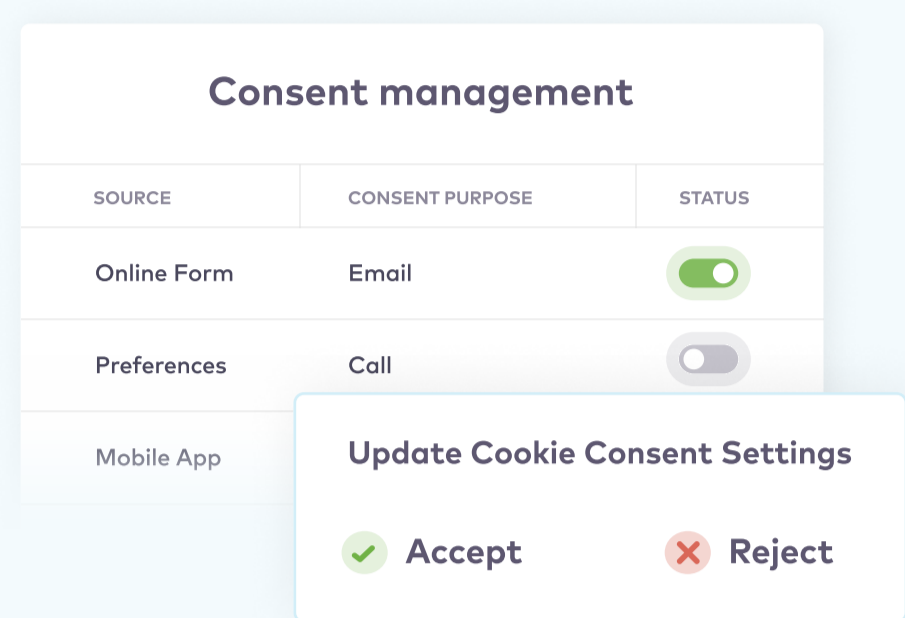
# Network Advertising Initiative Best Practices

The Network Advertising Initiative (NAI) released its [Best Practices for User Choice and Transparency](#) (Best Practices Guide) in April 2022.

This Best Practices Guide is vital in educating brands in developing privacy-compliant advertising strategies. These best practices are easy to implement and increase your campaign's effectiveness while also meeting all applicable legal requirements.

## Consent Above All

- All terms and conditions need to be mentioned explicitly while seeking consent.
- Explain how, why, where, and when an organization collects data.
- Avoid the use of trick phrases in consent banners and notices.
- Explain what happens when a user chooses to opt-in or opt-out of having cookies on their device.



## Consent Preferences



## Optics Matter

- Present all information in an easily readable and understandable manner.
- Have crucial opt-out links and buttons clearly visible on your website.
- Opt-in and opt-out buttons must be visually similar and equally accessible.
- Make sure your ad campaign designs are compatible with every major browser and OS.
- The fonts on consent notices must be consistent and easily comprehensible.

## Be Honest

- Do not try to overwhelm a user by showing large clusters and chunks of text in consent notices.
- Make vital information and resources clearly visible and not hidden between lengthy texts.
- Avoid collecting personal data that serves no purpose to your operations.
- Avoid forcing users to read/listen through reasons why they should not submit an opt-out request.



The above practices are recommended by the NAI in light of most data protection laws that prohibit the use of dark patterns such as the FTC Act - Unfair and Deceptive Acts or Practices, California's CCPA as well as the CPRA, Colorado's Privacy Act, and the GDPR. However, businesses can sometimes struggle to strike the balance between legal requirements and their existing advertising practices.

## This is where Securiti can help.

Securiti is a pioneer in providing enterprises solutions in data governance and compliance. Its Cookie Consent Management and Universal Consent Management solutions enable organizations to build cookie consent banners and market their products in a legally compliant manner.

Request a demo today to see how else can Securiti help your organization.

Visit: [securiti.ai/privaci/request-a-demo/](https://securiti.ai/privaci/request-a-demo/)

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