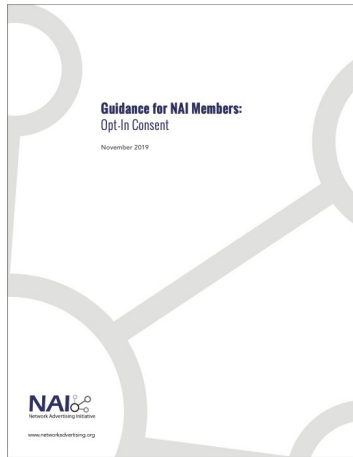
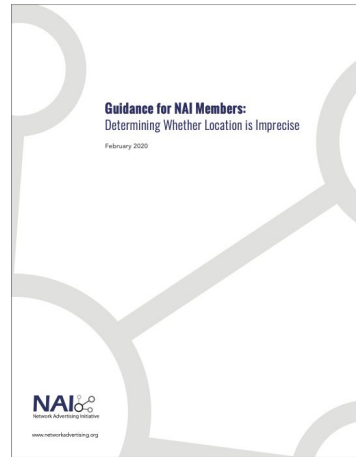



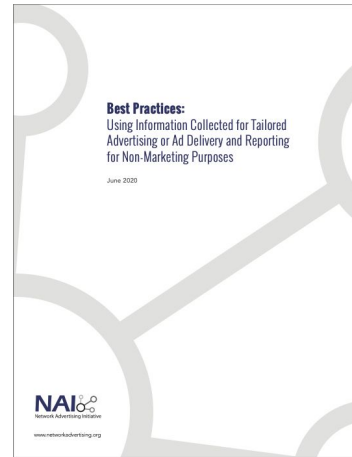
NAI Leadership on Location Data



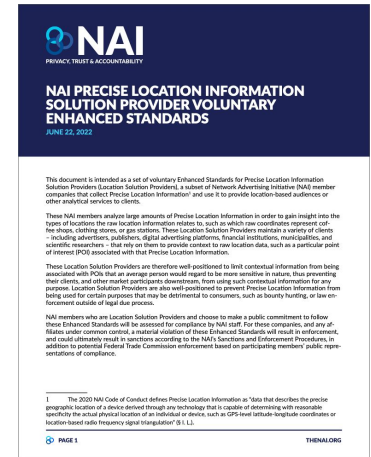
 **Opt-In Consent Guidance**
(November 2019)



 **NAI Imprecise Location Guidance**
(originally published 2015,
updated February 2020)



 **Best Practices: Using Information Collected for Tailored Advertising or Ad Delivery & Reporting for Non-Marketing Purposes**
(June 2020)



 **Precise Location Information Solution Providers Voluntary Enhanced Standards**
(June 2022)