

**Leading Advertising Trade Associations Urge New California Privacy Protection Board to Move Swiftly
but Inclusively to Establish Clear Rules for Businesses and Consumers**

Reiterate Call for Action on Uniform National Data Privacy Law to Protect Consumers Nationwide

In connection with the inaugural meeting of the California Privacy Protection Board (CPPB) today, the nation's leading advertising trade associations, the American Association of Advertising Agencies (4A's), Association of National Advertisers (ANA), Interactive Advertising Bureau (IAB), Network Advertising Initiative (NAI), and American Advertising Federation (AAF) issue the following statement:

As the nation's leading advertising trade associations, we encourage the CPPB to move swiftly but inclusively to establish rules that provide clarity for consumers and businesses. The trade associations welcome the launch of a rulemaking to implement the provisions of the California Privacy Rights Act (CPRA), the ballot initiative approved by voters that will take effect January 1, 2023.

We played an active role in the Office of the Attorney General's rulemaking to implement the California Consumer Privacy Act (CCPA). That lengthy rulemaking process was not completed until after the law's effective date, which caused significant challenges for our member companies, who are committed to complying with the law. The experience with the protracted CCPA rulemaking reinforced the importance of clear and timely rules to benefit consumers and inform businesses of their obligations under the CPRA.

We encourage the CPPB to include a wide range of stakeholders in its deliberations, including a variety of companies that will be subject to the CPRA. We intend to participate in the CPPB's rulemaking process to share our expertise and advance rules that can be easily understood by consumers and supported by those businesses that must comply.

While pleased the CPPB has launched this process, we reiterate our support for a uniform federal data privacy law to deliver strong privacy protections to consumers regardless of where they live. To that end, we support the policy framework offered by the Privacy for America coalition, which would prohibit data practices that make personal data vulnerable to breach or misuse, while preserving the benefits that result from the responsible use of data.

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