



**Network Advertising Initiative First-Ever Hackathon for Consumer Privacy  
to be Sponsored by Internet Advertising Company AppNexus**

NEW YORK, NY – April 6, 2017 – The Network Advertising Initiative (NAI) today announced that the organization’s first-ever hackathon for consumer privacy, Privacy.hack, will be exclusively sponsored by NAI member company AppNexus. This unique and exciting industry event is designed to garner groundbreaking privacy solutions to improve notice and choice options for consumers through developments in education, user experience, improved privacy features, and enhanced accessibility.

NAI, the leading self-regulatory association dedicated to responsible data collection and its use for digital advertising, is organizing Privacy.hack which will take place during the month of the 2017 NAI Summit, beginning online on May 3 and running remotely through May 15.

AppNexus, a leading independent advertising technology company that enables and optimizes the real-time sale and purchase of digital advertising, will host a final day-long, in-person event on May 16 to conclude the hackathon. The hacks will be judged and prizes awarded in categories including Top Privacy Notice and Top Privacy Choice. All NAI members are welcome to participate as hackers and are encouraged to form cross-company teams of technologists, policy professionals, and legal professionals.

“We are thrilled to have AppNexus as the sponsor and partner for our hackathon,” said NAI Counsel Grant Nelson, who is leading the event for NAI. “The rapidly advancing technologies in today’s digital advertising ecosystem are ushering in new possibilities for advertisers and media companies. While our industry strives for innovation, we also take seriously concerns about consumer privacy. Privacy.hack will serve as an excellent way for NAI members to connect across companies in a cooperative, innovative space to address issues and find better solutions for everyone.”

“Responsible and transparent collection and use of data combined with choice mechanisms that give consumers control over their data are of the utmost importance to AppNexus and issues that everyone in the ad tech industry should take very seriously,” said Ben John, Chief Technology Officer, AppNexus. “We are proud to be convening this conversation with Privacy.hack and supporting innovation in our industry’s privacy standards, including improved transparency and user choice for consumers.”

To facilitate Privacy.hack, the NAI has created a public [Google Doc and editable spreadsheet](#). Users can see sample ideas suggested by the NAI staff and new ideas as they are formed.

For more information on Privacy.hack and the NAI Summit, visit [www.networkadvertising.org](http://www.networkadvertising.org).