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Farah Zaman Joins the NAI as VP and General Counsel

*Will expand capabilities for compliance and advocacy for NAI members;
Joins three additional new hires*

WASHINGTON, DC (September 8, 2021) – The NAI has hired privacy law expert Farah Zaman as Vice President and General Counsel. Zaman joins the NAI – the leading self-regulatory association dedicated to responsible data collection and its use for third-party digital advertising – at a time when a growing emphasis on privacy, accountability, and trust have resulted in a wide range of new and proposed solutions for the digital advertising industry. She will develop strategies and resources to help NAI members continue to thrive as advertising technology and the regulatory landscape evolve.

Zaman, formerly of Meredith Corporation, will be a critical resource for members to help them keep pace with changing technology, laws and regulations, and industry standards. Zaman’s role will include advising the NAI’s more than 100 members on compliance with current and evolving laws, rules, and regulations, and how they intersect with the [NAI Code of Conduct](#). She will be an invaluable resource in helping the NAI engage with policymakers and regulators at the federal, state and international levels.

“Farah has a rich background in privacy and significant experience with ad tech, having served in both public and private sector roles,” said NAI President and CEO Leigh Freund. “She is the perfect person to help the NAI counsel our members as they work collaboratively with the rest of the digital advertising ecosystem to enhance privacy protections for consumers. Farah will provide NAI members with unparalleled insight and advice from her extensive experience in the industry.”

Zaman formerly served as the Chief Privacy Officer at Meredith Corporation, responsible for leading Meredith’s privacy and first-party data strategy and establishing its first privacy office to address compliance, education and product development across all businesses and locations. Previously, Zaman served as Senior Global Data Privacy Counsel for Colgate Palmolive, where she led the global data privacy program addressing employee privacy and supporting business including the development of IoT devices and direct to consumer initiatives. Zaman had previously served as Senior Counsel of Privacy for Nielsen’s global privacy program. Zaman began her career in New York City government, serving as a post-graduate legal fellow in the Mayor’s Office for International Affairs and subsequently as an Agency Attorney in the Office of Data Privacy for the Department of Social Services.

Zaman’s passion for data privacy extends to her volunteerism. She serves on the advisory boards of the International Association of Privacy Professionals’ Women Leading Privacy and Diversity in Privacy Boards, the Future of Privacy Forum, and The Resolution Project, an organization that aims to develop socially responsible young leaders. She is also a member of the Carnegie Mellon Board of Advisors for the Dietrich College of Humanities and Social

Sciences, and she served as chair of the International Women's Rights Committee of the New York County Women's Bar Association earlier in her career.

Zaman is an adjunct faculty member of Albany Law School and serves as a member of CHIEF, a private network focused on connecting and supporting women executive leaders.

Farah Zaman joins Ryan Smith, Counsel, Compliance & Policy, Cathy Lee, Counsel, Compliance & Policy, and Fatiha Tabibipour, Coordinator, Communications & Public Policy, as 2021 additions to NAI's talented team. Smith and Lee, both former NAI interns familiar with the NAI Code of Conduct, will work with members on the compliance process and with regulatory officials to understand the digital advertising industry and the importance of self-regulation. Tabibipour, who has been with the NAI since early spring, has become an essential member of the communications and policy teams.

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About the NAI

The NAI is a non-profit organization and the leading self-regulatory association dedicated to responsible data collection and its use for third-party digital advertising. Since 2000, we have been working with the leaders in online advertising to craft industry standards and policies to promote consumer privacy and trust in across the digital advertising ecosystem. Almost every Internet ad served in the United States involves the technology of one or more of the NAI's over 100 member companies. Together, these companies form the backbone of the thriving and diverse market of ad-supported free content and services. Additional information can be found at networkadvertising.org.