



**SMALL UAV
COALITION**
*A Partnership for
Safety & Innovation*

NEWS RELEASE

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Coalition Commends NTIA on Industry-led Multistakeholder Process

**Applauds Collaborative Development of Voluntary Best Practices for UAS Privacy,
Transparency, and Accountability**

WASHINGTON, DC – May 18, 2016 – Today, a diverse group of unmanned aerial systems (UAS) industry stakeholders reached consensus on a set of voluntary best practices concerning privacy, transparency, and accountability issues with regard to commercial and private use of UAS. The document, which has garnered widespread support since initial circulation, was developed through a National Telecommunications & Information Administration (NTIA)-convened multistakeholder process as directed by Presidential Memorandum. By adopting this approach, the Administration sought to provide a forum for discussion and consensus building among industry stakeholders. The Small UAV Coalition participated in the process to support the Administration's goal of having industry set the appropriate guidelines on self-regulation with respect to privacy and UAS operations.

The Small UAV Coalition commends the Administration for opting to provide a forum to develop these voluntary best practices through a collaborative, industry-led initiative rather than initiating a lengthy rulemaking process or mandatory standards that raise First Amendment concerns. This forward-thinking approach facilitates the development of well-informed and thoughtful standards that balance privacy rights with the need to protect US innovation and economic competitiveness.

The Small UAV Coalition looks forward to working with industry to encourage the integration of these standards and to future collaborative development of policies that allow American consumers and businesses to embrace the full potential of this revolutionary technology.

For more information on the Small UAV Coalition, please visit www.smalluavcoalition.org, contact press@smalluavcoalition.org, or follow @smallUAVs on Twitter.

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