

From: Lynn Inmon
Sent: Thursday, December 20, 2007 5:35 PM
To: BehavioralMarketingPrinciples
Subject: My Privacy on the web

It has long been a frustration of mine that absolutely **EVERYONE** thinks they need more and more of my personal and private information! I have to give it to stores, web sites, credit companies, restaurants, hotel chains, doctors, jobs, and the list goes on and on. I can't make a transaction without giving it. I frequently have to ask, "Why? Why do you think you need this information?" Where does it all go?

No **WONDER** identity theft is so prevalent and easy!!! I have to spend more time protecting it than any of them do!! I have no control over what is done with it, how long it is kept, who sees it, whether it is secure, or where it goes. The penalties for identity theft are nowhere near strong enough considering that it can take years to financially recover from it's effects!

I don't **WANT** to be bombarded with ads - personal or otherwise! Too often they over-promise and under-deliver anyway. I believe that it is contributing to our country's personal debt overload, and lack of contentment or savings. This cannot be maintained indefinitely!

I WANT SOME PROTECTION FOR MY PRIVACY AND I WANT IT NOW!! I am amazed that more people aren't asking for it too!??

Thank you for allowing me to finally express my thoughts on this important issue!

Sincerely,

L. Inmon