

**From:** Mike Nelson  
**Sent:** Friday, December 21, 2007 2:15 AM  
**To:** BehavioralMarketingPrinciples  
**Subject:** Recommendation

To Whom It May Concern,

All tracking should be opt in. In other words, if a company wants to track what I do on line, then they should ask my permission. By default, they should not be allowed to track my activities. I should be allowed to remove myself from the tracking list at any time, with no questions asked.

Any infringement of these actions should be a fine of \$1000.00 per incident paid 50/50 to both the Federal Government in forcing the policy and the person being tracked (after all, it is his privacy being invaded!) If some of these ad companies start paying some large fines/payments for illegal activity, you will see the practice stop in a hurry. Money or the lose of Money is the only thing these people understand.