

From:
Sent: Monday, February 25, 2008 12:49 AM
To: BehavioralMarketingPrinciples
Subject: Proposed online advertising privacy rules

Dear FTC:

I fully support your proposed rules governing the capture, sale and use of my personal information for the purpose of 'targeted' advertising.

The methods currently employed by web sites, advertisers, search engines, etc., are akin to allowing someone to install a video camera in my home and record which catalogs I read.

The industries position that this practice allows them to provide 'free' content is rubbish. Content was free long before targeted advertising existed.

The FTC's proposal to require that consumers be given clearly stated options in a highly visible manner is fair and reasonable. The industries recently issued 'standards', or whatever they are calling it, would make it difficult and time-consuming for consumers to protect their private information.

My mother is 84 years old and uses the internet for a few things, but not a lot. She would have no chance at finding the links and forms that the industry is proposing to 'opt-out' of personal data mining.

Since the majority of consumers would decline to have their personal information captured, stored and shared, a policy prohibiting this unless expressly authorized by each individual (an 'opt-in') is the right choice.

If it turns out down the line that people have to start paying to visit Yahoo or Google because they don't want to share their personal information, then they can choose to provide personal information.

I speak for many in stating my support for your timely and thoughtful efforts in this most important area of our lives.

Thank you.
Ben Madden