

**From:**

**Sent:** Sunday, April 13, 2008 8:11 AM

**To:** BehavioralMarketingPrinciples

**Subject:** Coments re: Behavioral Advertising, Moving the Discussion Forward to Possible Self-Regulatory Principles

Ms. Jessica Rich  
c/o Secretary  
Federal Trade Commission  
Room H-135 (Annex N)  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Email Address: BehavioralMarketingPrinciples@ftc.gov

**VIA EMAIL DELIVERY**

Dear Ms. Rich:

Who is better than the consumer to know if a search is sensitive/private and not to be used for ads?

At this time, I am sending 3 comments regarding the following proposal found in "Behavioral Advertising, Moving the Discussion Forward to Possible Self-Regulatory Principles:"

- Every Web site where data is collected for behavioral advertising should provide a clear, consumer-friendly, and prominent statement that data is being collected to provide ads targeted to the consumer and give consumers the ability to choose whether or not to have their information collected for such purpose.

Comment 1: I would like to have the ability to see who (all sources/companies) is collecting the results and statistics of my computer's search account.

Comment 2: I would like to have the ability to see the results and statistics of my computer's search account as maintained by the sources/companies in Comment 1.

Comment 3: I would like to have the ability to tag/modify my behavioral advertising preferences as well, (see: Comment 2), so that I can eliminate offensive or useless ads or request additional ads if I choose to have the data collected.

Thank you for your time and efforts.

If additional feedback is needed, please feel free to contact me at the following e-mail address:

Sincerely,  
Rachel Landy  
e-mail: