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From: Michael Dean
Sent: Friday, November 02, 2007 1:34 PM
To: Behavioral Advertising Comments
Subject: harmonize privacy laws with EU

My suggestion is that the FTC should **harmonize its policy and regulations** for citizen privacy after the more sensible approach of the EU. Not only do EU citizens enjoy a healthier monetary unit with the dollar devaluing over 30% against the Euro, EU citizens enjoy a much higher quality of privacy.

One simple solid regulation that would stop illegal and trasy advertisers cold -- outlaw the use of cookies, and require 100% double opt-in, for temporary periods only, like 6 months.

Finally, require valid, up to date certificates of authenticity from every sender of email.

Michael Dean