

Dec 03, 2010

Federal Trade Commission,

I believe that the proposed "Do Not Track List" is the wrong approach to solving the problem with online privacy. I would suggest that instead of burdening the consumer with the responsibility of having to always opt out, that if a consumer wants to be tracked, etc. then that consumer would have to opt-in.

I wish that the "Do Not Call List" would also follow the opt-in format and that this would alleviate the problems associated with the consumer having to opt-out.

Companies that want to track and collect personal information and tele-marketers should carry the burden of proving that a consumer has made the opt-in request.

Thank you for your time.

Sincerely,
James Johnston