

**Statement by David Vladeck**  
**Director, Federal Trade Commission Bureau of Consumer Protection**  
**on Adoption of the Model Financial Privacy Form**  
**November 17, 2009**

Today marks a milestone for American consumers who care about what their creditors and other financial institutions do with their personal information. The model privacy form released today will enable consumers to better understand and compare how these types of companies handle their personal information without having to wade through pages of legal mumbo-jumbo. It also will help consumers know what choices they have about the use of their personal information. Unlike many of the privacy notices that consumers have received over the years, this model privacy form contains plain language in a user-friendly format. In short, this form will empower consumers to better understand their rights in this area and exercise them, if they so choose.