

**Transcript of #FTCpriv Twitter Q and A
December 1, 2010**

Here is the transcript of the agency's first Twitter chat. The FTC asked Twitter users interested in participating in a chat about the privacy report to ask questions at 3pm on December 1 via Twitter. They had to use the hashtag #FTCpriv to participate. The following are only Tweets from the FTC Twitter account (not users who participated), which is <http://www.twitter.com/FTCgov>.

Questions were asked by participants, but their Twitter handle was omitted per our current Privacy Impact Assessment. All Tweets are in order of the way they appeared on Twitter, with the most recent Tweet appearing first.

Tweets date back to November 30 when we announced #FTCpriv and include our Tweets about the privacy report.

Thanks again for participating in #FTCpriv!

A17 If a consumer opts out of tracking it won't be very fruitful 4 a foreign ad network 2 track you, if US sites respect ur choice. #FTCpriv

Q17 What about foreign data collectors? Won't they be beyond FTC jurisdiction for #DNTrack? #FTCpriv #privchat

A16 Report doesn't discuss implementation, but asks 4 comment on whether policy objectives expressed in report are the right ones. #FTCpriv

Q16 Would there be enforcement grace period after implementation? Re-writes of privacy policies = take time, esp 4 small biz. #FTCpriv

FYI - we had two questions come in after we ended #FTCpriv. We will answer them now.

Please keep in mind we are accepting public comments until Jan. 31, 2010.

<http://go.usa.gov/1bQ> #FTCpriv

Thanks everyone for participating in [#FTCpriv](#) chat today! It was our first time chatting like this & we hope to do it again soon.

Q15 was paraphrased for space & clarification. [#FTCpriv](#)

A15 Proposed framework applies 2 data reasonably linkable. Asking 4 comments 2 flesh out standard & see if there are alternatives. [#FTCpriv](#)

Q15 Where is line drawn between PII (Personally Identifiable Information) and non-PII? [#FTCpriv](#)

A14 Not just data brokers. Idea is if I'm denied benefits based on info, I should be able to learn why. [#FTCpriv](#)

Q14 Report seems to focus on "data brokers," though. Are Google/Yahoo/etc. data brokers? How will that be defined? [#FTCPriv](#)

A13 Report calls for reasonable access for info that could be used to deny benefits. See pages 72-76. [#FTCpriv](#)

Q13 Looking 2 FCRA as a model for consumer profiles, would this apply to employers making adverse decisions based on web results? [#FTCPriv](#)

A12 Proposal is that companies don't need to seek consent for first party marketing. [#FTCpriv](#)

Q12 Envision "existing relationship" exception like DNC? Can EULA then impact [#dntrack](#) (e.g., Facebook with FB connect tracks)? [#FTCpriv](#)

A11 Report has examples of innovations on particular elements, pages 44-49. [#FTCpriv](#)

Q11 Report had limited example of "privacy by design." What is an example of an organization that does it well? [#FTCpriv](#)

A10 Page 53-54 of report: Fulfillment, Internal Operations, Fraud Prevention, Legal Compliance/Public Purpose, 1st Party Marketing. [#FTCpriv](#)

Q10 How will FTC define "commonly accepted practices" for purposes of no choice requirement? [#FTCpriv](#)

Q9 What about economic costs or implementation challenges? A9 We are asking Qs about this in report. [#FTCpriv](#)

A8 We are seeking comment on this. [#FTCpriv](#)

Q8 Will publishers retain right to condition access to content/services on accepting tracking? [#FTCPriv](#)

A7 We want companies to act quickly with [#dntrack](#). [#FTCpriv](#)

Q7 What's the timeline for implementing [#dntrack](#)? [#FTCpriv](#)

A6 Benefits to consumers outweigh costs. Companies can't change benefit of the bargain midstream. [#FTCpriv](#)

Q6 Not just opt-out that's costly; what about the existing FTC precedent re: material privacy policy changes needing opt-in? [#ftcpriv](#)

A5 Would like to see more data on revenue differential between third party ads, and for example, contextual ads. [#FTCpriv](#)

Q5 Where's the economic impact for your [#DNTrack](#) proposals? Economic research suggests gains from data-driven ads are high. [#FTCPriV](#)

A4 A key part of proposed framework is that info about choices should be presented more clearly, not buried in privacy policies. [#FTCpriv](#)

Q4 What tracking choices would companies be required to offer? Would choices have to be listed in online privacy policies? [#FTCpriv](#)

A3 We've heard that opt out may be costly, but would like to see more data. We are seeking comments on this. [#FTCpriv](#)

Q3 (From earlier today) Re: Online revenues at stake due to increased regulation. [#FTCpriv](#)

FYI - you can find a copy of our Twitter Privacy Impact Assessment (for FTC's own use of Twitter) at: go.usa.gov/azi [#FTCpriv](#)

A2 Enforcement must be key part of [#dntrack](#). If companies say they honor choices & don't, FTC would enforce. [#FTCpriv](#)

Q2 What will any [#dntrack](#) enforcement be? Who? Remedies? [#privacy](#) [#FTCpriv](#)

A1 Yes. We adhere to same standards we recommend for private sector. [#FTCpriv](#)

Q1 Should govt lead by example for Privacy by Design? Incorporating report recommendations into Govt [#privacy](#) programs? [#FTCpriv](#)

We will not use Twitter handles in our Tweets (per our Privacy Impact Assessment), but will use Q1, A1 format. [#FTCpriv](#)

Please direct questions to us now using [#FTCpriv](#)!

We'll answer as many Qs as possible until 4pm. [#FTCpriv](#)

We are about 2 start answering Qs about the privacy report. Maneesha Mithal from Division of Privacy & Identity Protection is here. [#FTCpriv](#)

Ed Felten, incoming CTO, will join us shortly. [#FTCpriv](#)

Copy of Chairman Jon Leibowitz's comments as prepared for press call-in about the privacy report today: <http://go.usa.gov/1j9> [#FTCpriv](#)

Chairman to take media Qs at 1pm: <http://go.usa.gov/1rS>. FTC staff will answer Qs here at 3pm. [#FTCpriv](#)

FTC staff will answer Qs about privacy report at 3:00pm. Use [#FTCpriv](#) Link to report here: <http://go.usa.gov/1bP>

Do Not Track could signal consumer's choices about being tracked & receiving targeted ads. [#FTCpriv](#) [#dntrack](#)

Commission supports a more uniform mechanism for behavioral advertising: a so-called "Do Not Track". [#FTCpriv](#) [#dntrack](#)

Consumers should have reasonable access to data upon request. [#FTCpriv](#)

Privacy notices should be clearer, shorter & more standardized to better understand privacy practices & promote accountability. [#FTCpriv](#)

(cont) or kept only 4 legitimate needs & privacy considered at every stage of product development. [#FTCpriv](#)

Baseline protections of FTC's proposed framework include reasonable security & accuracy, confidence that data collected (cont)

Important privacy choices should be presented in relevant context, not buried in privacy policy. [#FTCpriv](#)

Self-regulation on privacy has been too slow. [#FTCpriv](#)

FTC proposes new framework 2 guide policymakers & industry as they develop legislation & other solutions. [#FTCpriv](#)

We're about to Tweet key points of the report. Keep in mind we will answer Qs at 3:00pm. Use [#FTCpriv](#)

Protecting Consumer Privacy in an Era of Rapid Change: <http://go.usa.gov/1bP> [#FTCpriv](#)

FTC Staff Issues Privacy Report Offers Framework for Consumers, Businesses, & Policymakers: <http://go.usa.gov/1bQ> [#FTCpriv](#)

Technical glitch! Will have privacy report up shortly. [#FTCpriv](#) [about 5 hours ago](#)

We will Tweet some key points once we release report, but won't answer Qs on report until 3pm so everyone has time to review. [#FTCpriv](#)

Today's schedule: Privacy Report released later this morning. Media call-in 1pm w/Chairman. Twitter Chat at 3pm w/FTC staff. [#FTCpriv](#)

Media Advisory: [#FTC](#) Chairman to hold telephone press availability on new [#privacy](#) report tomorrow at 1pm: <http://go.usa.gov/1rS>

Breaking News! Tomorrow we will release our [#privacy](#) report & host our 1st Twitter Chat to answer Qs. More details to come. [#FTCpriv](#)