

## Transcript of Final Privacy Report Tweets

The FTC hosted a Twitter Chat on March 26, 2012 to discuss the FTC's release of its final privacy report. The following tweets are presented in chronological order for ease of reading, starting with the promotion of the chat on March 23. These tweets are publicly available on the Commission's primary Twitter account [@FTC](#).

### March 23, 2012

BREAKING: FTC to announce final privacy report Monday. Stay tuned for more details. #privacy #FTCpriv #tech #breakingnews

Media Advisory: FTC to host press conference, social chats to discuss final #privacy framework report 3/26: [t.co/XCm8icHE](http://t.co/XCm8icHE) #FTCpriv

Join us live on Facebook & Twitter to discuss our final #privacy framework report Monday at 12pm EDT: [t.co/XCm8icHE](http://t.co/XCm8icHE) #FTCpriv

### March 25, 2012

Reminder: Join us live on Facebook & Twitter 2 discuss our final #privacy framework report Mon @ 12pm: [t.co/XCm8icHE](http://t.co/XCm8icHE) #FTCpriv

### March 26, 2012

Releasing our final #privacy report TODAY. Live press conference @ 11am ET, online chats @ 12pm: [t.co/XCm8icHE](http://t.co/XCm8icHE) #FTCpriv

Final #privacy report released @ 11! Join us online @ 12pm 2 ask staff your privacy Qs! See previous chats: [t.co/sPI5OEBA](http://t.co/sPI5OEBA) #FTCpriv

Watch our #privacy report press conference starting soon with Chairman Jon Leibowitz! [t.co/TqOjkMcm](http://t.co/TqOjkMcm) #FTCpriv

Live: Chairman Jon Leibowitz discussing the FTC's report on protecting consumer #privacy: [t.co/TqOjkMcm](http://t.co/TqOjkMcm) #FTCpriv

In increasingly online & mobile marketplace, have 2 consider how consumers can enjoy benefits w/o surrendering #privacy. –Leibowitz #FTCpriv

Who should control personal info consumers reveal when online or using mobile devices? Consumers. – Leibowitz #FTCpriv

Leibowitz: Report lays out 3 primary privacy recommendations: privacy by design, simplified choice, & greater transparency. #FTCpriv

Your computer = your property. We urge industry 2 voluntarily continue 2 move forward w/  
#dntrack. - Leibowitz #FTCpriv

FTC calls on Congress to enact data security legislation. Also asks Congress to consider baseline  
#privacy legislation. -Leibowitz #FTCpriv

Leibowitz says best companies already following #privacy principles FTC laid out in report.

Leibowitz highlights FTC's work as enforcement agency, including recent privacy settlements w/  
Facebook & Google. #FTCpriv

FTC issues final privacy report on protecting consumer#privacy: [t.co/l6an0Bgd](https://t.co/l6an0Bgd) #FTCpriv

PICTURE: FTC Chairman Jon Leibowitz discusses final #privacy report at press conference in DC:  
#FTCpriv [pic.twitter.com/is2KlxSk](https://pic.twitter.com/is2KlxSk)

Protecting Consumer #privacy in an Era of Rapid Change: Recommendations for Businesses &  
Policymakers: [t.co/Blr5TRIG](https://t.co/Blr5TRIG) #FTCpriv

RT @TechFTC: Blog post: Tech Highlights of the FTC Privacy Report. [t.co/BKkwsL3r](https://t.co/BKkwsL3r) #FTCpriv  
@FTC

Be sure to watch our new FTC video - Demonstrates day in life of your personal information:  
[t.co/5yiHCXD6](https://t.co/5yiHCXD6) #FTCpriv #privacy

MT @██████████: Here's the @FTC's final report: "Protecting Consumer #privacy in an Era of Rapid  
Change" [t.co/Blr5TRIG](https://t.co/Blr5TRIG) #FTCpriv

We are ready to start our chat with FTC's Peder Magee & @TechFTC. Ask us your questions  
about the privacy report now! #FTCpriv

Q1 RT @██████████ via @██████████: "If DNT wis made ubiquitous, who would allow tracking?  
Would it become incentivized?" #FTCpriv

A1 We think a number of consumers would choose to allow some tracking in exchange for  
subsidized content & personalization. #FTCpriv

Q2 RT @██████████ why does so much legislative language seem to reduce or limit personal  
privacy? Why no right to be forgotten? #FTCpriv

A2 Report generally supports development of "eraser button" - see pages 29 & 70:  
[t.co/Blr5TRIG](https://t.co/Blr5TRIG) #FTCpriv

Q3 MT @ [REDACTED] What role cld "smart disclosure" play in consumer #privacy &/or reg? Who's doing it? Who's doing it well? #FTCpriv

A3 Report comments favorably on role smart disclosures play in improving transparency. See page 62, footnote 305 #FTCpriv

Q4 MT @ [REDACTED]: Not all entities may opt-in 2 voluntary #privacy guidelines. W/o legislation from Congress, what can @FTC do? #FTCpriv

A4 Biz that don't participate in self-reg may alienate consumers. FTC also retains existing Section 5 Authority. #FTCpriv

Q5 MT See @ [REDACTED] for full context of tweet: De-ID data 4 analytics ok. Ad reporting, non BT, is that analytics? #FTCpriv

A5 Appropriately de-identified is okay under report. See pages 18-22. #FTCpriv

Q6 RT @ [REDACTED] Is Section 5 of @FTC Act what has enabled agency to take #privacy action on @google @facebook & @twitter? #FTCpriv

A6 Yes. We used Section 5 in each of those cases. #FTCpriv

Q7 RT @ [REDACTED] any thoughts on a #privacy by design certification by ftc? #FTCpriv

A7 Report does not propose FTC certification; supports industry developing best practices. #FTCpriv

Q8 RT @ [REDACTED] any ideas around campaigns and #dntrack ? Why do they get to ignore regs ? #FTCpriv

A8 Report focuses on commercial data practices; does not specifically address non-commercial activities. #FTCpriv

Q9 RT @ [REDACTED] Any plans for consumer education efforts? If so, do they involve teaming with the Ad Council? #FTCpriv

A9 Report calls for additional consumer education efforts by all stakeholders. FTC will continue its consumer ed efforts. #FTCpriv

Q10 MT @ [REDACTED] Draft said disclosures 2 law enforcement agencies commonly accepted practice. Seems U now reversed on that. True? #FTCpriv

A10 Choice is not required where disclosure is "required or specifically authorized by law." See page 38 & 39. #FTCpriv

Q11 RT @██████████: @FTC why nt add some protections, u r nt here 2 mediate, u r here 2 regulate n protect. #FTCpriv

A11 Report supports baseline legislation + data security + data broker legislation; FTC continues to enforce Section 5. #FTCpriv

Q12 MT @██████████ If law permits (but doesn't require) biz 2 share user data w/law enforcement, no need 2 tell user / seek consent? #FTCpriv

A12 Report focuses on commercial uses of personal data, not government access. #FTCpriv

That is all the time we have for questions. Thank you Ed Felten (@TechFTC) & Peder Magee for helping out today! #FTCpriv

Commissioner Julie Brill keynoting @DMA\_US event today - discussing release of FTC's final #privacy framework report. #FTCpriv #dmaindc

Brill says #privacy framework adheres 2 principles of draft report: privacy by design, choice, & greater transparency. #dmaindc

Baseline #privacy leg wld provide biz w/certainty & clear rules of road & enable industry 2 act decisively as it innovates. -Brill #dmaindc

FTC's recommendations 2 industry intended 2 serve as best practices that ind. can implement 2 improve consumers' #privacy. - Brill #dmaindc

Brill: Industry & FTC still have work 2 do; lists 5 areas 2 work in important aspects of implementation of privacy framework (cont) #dmaindc

(cont) 1) #privacy 2) mobile issues 3) data brokers 4) comprehensive tracking 5) enforceable self-regulatory codes #dmaindc

Copy of FTC Commissioner Julie Brill's @██████████ #privacy keynote: [t.co/n7up74GK](https://t.co/n7up74GK) #dmaindc

Copy of FTC's final privacy report: [t.co/Blr5TRIG](https://t.co/Blr5TRIG) #dmaindc #FTCpriv

New blog posts about our final #privacy report. For techies: [t.co/ejCmAe51](https://t.co/ejCmAe51) Consumers: [t.co/eD1Bskrl](https://t.co/eD1Bskrl) Biz: [t.co/0Sf7LmQt](https://t.co/0Sf7LmQt)

RT @laFTC: FTC difunde informe sobre cómo proteger la #privacidad de los consumidores. [t.co/Q5rEJGF9](https://t.co/Q5rEJGF9)