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To: datacollection
Subject: Comment re. Data Collection Workshop

When discussing data collection, commentators often draw a distinction between information being collected from unwitting customers (or customers who simply don't have a choice), and information that customers willingly provide to "companies that they trust." However, as long as databases of PII are treated like any other business asset, isn't this distinction illusory? If a company that I trust gets bought or goes out of business, data that I've provided to it based on that trust may be sold to completely different entities, to which I would not have provided my information. Isn't this misleading?

Should databases collected based on "trust" for a particular company be destroyed if the "trusted" collector is sold or goes out of business in some way?

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