



Invested in America

January 6, 2010

Via Electronic Mail

Mr. Peder Magee
Division of Privacy and Identity Protection
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: A Preliminary FTC Staff Report on Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Businesses and Policymakers (December 1, 2010)

Dear Mr. Magee:

The Securities Industry and Financial Markets Association (“SIFMA”)¹ appreciates the opportunity to provide comments on the above referenced report (“Report”). SIFMA believes that this report may impact the financial services industry to a significant extent. We believe, however, that the nature and complexity of the report warrants the need for additional time to comment fully, particularly in light of the intervening holiday period. As a result, we hereby request that the Commission extend the comment period currently set to expire on January 31, 2011 by an additional thirty days or for whatever time period the Commission deems appropriate and necessary.

If you have any questions, please contact me at 202-962-7385.

Respectfully submitted,

/Melissa MacGregor/

Melissa MacGregor
Managing Director and Associate General Counsel

cc: Peder McGee
David Medine, Partner, Wilmer Cutler Pickering Hale and Dorr LLP

¹ The Securities Industry and Financial Markets Association (SIFMA) brings together the shared interests of hundreds of securities firms, banks and asset managers. SIFMA's mission is to develop policies and practices which strengthen financial markets and which encourage capital availability, job creation and economic growth while building trust and confidence in the financial industry. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA).