

PUBLIC COMMENT: Claudia Della Mora - Answer to FTC Sessions on Evaluating Value of Customer Disclosures -Black Legend Capital

My name is Claudia Della Mora CEO, Black Legend Capital. It seems to me that the Federal Trade Commission (FTC) is mandated to secure on-line American citizens, by having straightforward requirements and strong enforcement actions against any deceptive or unscrupulous methods on the web. I also understand that the FTC is meant to be the premier United States consumer protection agency for our personal data. Could it be so that the "law of unintended consequences," has caused the FTC to have its administrative "rug pulled out from under its feet"? That is concerning the limited vertical market of high-speed broadband companies, as a consequence of alterations included in last year's brand new "Open Internet" rules, that were ratified last year.

After that, it appears that the FCC making an effort to expand its mandate by cobbling together some focused edicts that specifically pertain only to broadband service companies, while exempting everyone else. I would certainly advocate that all rule makers in this program to think very carefully. Don't jump out of the frypan and into the fire". As that would probably be a massive backwards step for the public, by dazing them and broadening the possibility of abusive, discriminatory or invasive use of our data online.

It's simply not rational to expect individuals to make sense of multiple and diverse attitudes to their personal data or to work out how their information is going to be used when the principles change for a variety of internet services they might deal with. The United States authorities are presumed to be helping make things coherent for users, not kindling disarray.

Instead of an incongruous patchwork of rules, based on false assumptions and a misinterpretation of the internet privacy dangers, the FCC should be encouraged to take step back & put individuals ahead of this particular administrative land grab. FTC learn from the accomplishments of the FTC's process that keeps consumers in control instead of in a labyrinth.

Respectfully tendered,
Claudia Della Mora CEO
Black Legend Capital