

PUBLIC COMMENT: CEO of Missouri Wind and Solar Reply to FTC Sessions on Testing Advantages of Consumer Disclosures

From: CEO of Missouri Wind and Solar

TO: FTC.GOV, it appears that the Federal Trade Commission (FTC) has been supposed to safeguard web based American citizens, using transparent standards and stringent enforcement steps against any one- sided or underhanded methods online. I also realize that the FTC is supposed to be the premier national consumer protection agency for our confidentiality. Is it so that the "law of unintended consequences," has triggered the FTC having its administrative "rug pulled out from under its feet" concerning the small vertical market of broadband companies, as a consequence of modifications included in last year's updated "Open Internet" guidelines, that successfully passed last year?

Then, or so it may appear that the FCC is making an attempt to extend its mandate, by cobbling together specific regulations that directly regard only to broadband agencies, while excusing all others. I would encourage all decision makers in this program to think outside the box. Be careful of "jumping out of the frying pan into the fire". As that will be an enormous step backward for people, by dazing them and broadening the chances of offensive, intrusive or prejudiced use of our personal information.

It is not realistic to rely on consumers to interpret multiple and diverse approaches to their privacy or to fathom how their data is used when the laws adjust for the various internet firms they may do business with. The United States government is meant to be making things comprehensible for customers, not bringing disarray. Instead of an irregular medley of rules, based upon false assumptions and a misinterpretation of the internet privacy risks, the FCC should be encouraged to step back & put consumers ahead of its administrative imperialism and follow the right results of the FTC's process that puts individuals in the driver's seat instead in a labyrinth.

Respectfully put forward,
CEO of Missouri Wind and Solar
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