

December 17, 2016

For: Comment submission to the FTC Identity Theft Conference

Dear Federal Trade Commission (FTC):

In the August 22<sup>nd</sup> Keynote address regarding *Protecting Consumer Privacy in the Digital Age: Reaffirming the Role of Consumer Control*, Edith Ramirez stated that “companies that offer products and services directly to consumers should be transparent about their data practices and should improve consumers’ ability to manage and express their privacy preferences.”<sup>1</sup>

Listed are a series questions regarding the privacy and transparency of consumers/companies:

- How can we ensure that companies will comply to these guidelines?
- Can these privacy preferences be used against consumers via identity theft?
- How exactly will companies let consumers choose what advertisements they would like to see or not see on devices?
- Could this sort of consumer control be manipulated by companies or those with fraudulent intent? If so how will consumers protect preferred information?

I agree with [@EdithRamirezFTC](#), that developing trust is necessary to protect privacy and that consumers should be in the “driver’s seat” however can this transparency/control jeopardize consumers in the long run? If we (consumers) continue this approach of transparency and preferability won’t we be showcasing exactly what we want to hide/see thus invoking thieves in what they would like to seek/gain?

Thank you FTC for considering my comment.

With best regards,

John S. Lee

<sup>1</sup> Ramirez, Edith. [“Protecting Consumer Privacy in the Digital Age: Reaffirming the Role of Consumer Control.”](#) Keynote Address of FTC, Aspen, Colorado. 22 August 2016. Address.