

From: Max Beatty
Sent: Monday, April 07, 2008 4:29 PM
To: BehavioralMarketingPrinciples
Subject: Proposed Online Behavioral Advertising Privacy Principles

I recently read your proposed principles and have a few questions about some of the wording. First, what is meant by "reasonable security"? Will there be guidelines for the companies to ensure proper technology is being used as well as some way to check they are in face using these security technologies?

The principle proposed for addressing the need for greater transparency and consumer control regarding privacy issues raised by behavioral advertising is only meant for Web sites that collect data. What about ISPs that allow these behavioral advertising companies to tap directly into the ISP data centers? Here is an article to further demonstrate my concern -- <http://bits.blogs.nytimes.com/2008/04/03/can-an-eavesdropper-protect-your-privacy/>

These ISPs that decide to implement these sorts of technologies should be mandated to notify existing customers of the change and offer their customers an easy way to opt-out, much like the current proposal for Web sites.

Thank you,
Max Beatty