

From: Peterson, Tyler Scott
Sent: Monday, April 14, 2008 5:54 PM
To: BehavioralMarketingPrinciples;
Subject: proposed behavioral privacy principles comment

I think these principles are great, especially the first which pretty much controls everything. Having the ability to control my own information that is being collected seems very awesome to me, but that is how it already should be. Realistically, we (internet users) are the ones who should be able to see our information to these web sites, not data collectors who steal this information from us without permission, then sell it without our permission. So everyone else makes money except for the source, which doesn't seem right at all. I think these principles are excellent and will really help define how advertising is done further on. Based on the costs I think really no matter what it is it will only help protect the rights of the people using the internet and will give them an option that is very important for their own privacy. I think these principles would also help the individuals that are less aware of this issue by giving them an option.

The fact that a choice is given for behavioral advertising not only would be a better security blanket for most, but it would also help people to understand who is using their information and how, and whether or not they want them to.

Thanks,

Tyler