

From: Alicia Carla Simpson  
Sent: Wednesday, October 31, 2007 10:58 AM  
To: Behavioral Advertising Comments  
Subject: Do not track list

Every consumer today has the software to keep from being tracked. Anti-adware (Spybot Search & Destroy, Grisoft's anti-spyware, AVG Pro, software from McAfee, and Symantec to name a few) are readily available. Firefox, Seamonkey, Internet Explorer all offer the ability to delete cookies after any surfing session. There are also special programs specifically designed to remove all references to a surfing session after the fact (delete cookies, remove history, etc..) Users can manually delete cookies as well. Educating consumers or, even better, requiring computer resellers and software publishers to set systems up to delete cookies after a surfing session by default would amount to better protection than any possible list.

Further, as a programmer/web developer with 20+ years of experience, I am at a loss to figure out HOW a do not track list would work? Most users in the U.S. have dynamic IP addresses, meaning their IP address can change each time they dial in (with dial-up) or every few days with broadband.

Although advertisers can collect the IP address of any person surfing to their site, most don't because it is relatively useless (e.g. dynamic IP addresses can change, as indicated above).

This begs the question as to how such a list would work. Basing it on IP address is all but useless, basing it on e-mail address is useless since if a consumer provides an e-mail address to an advertiser it is likely that they WANT to receive information from that advertiser and therefore would not mind being tracked.

You COULD put a cookie that anyone can read (most cookies can only be read by the site that set it) but what would be the point, if the consumer knows enough to allow the cookie they probably know enough to block cookies or delete cookies after a session.

The point of this letter is that the idea of a 'Do Not Track List' is not practical and not needed, simple consumer education will provide far more protection.

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Alicia C Simpson