

From: Michael Dean
Sent: Friday, November 02, 2007 1:45 PM
To: Behavioral Advertising Comments
Subject: Suggestions for Reform of Search Engine Corruption by Google, et al

Google is responsible for the over collection of private information about persons, and their mechanism for purging this information is both cumbersome and slow. All of the other search engine companies have a less effective and efficient method than Google. Other less savory companies are now aggregating behavioral lists for sale to the highest bidder, all without the knowledge and consent of the citizens.

I would suggest that a great amount of privacy would be returned to American citizens by requiring all search engine and advertising companies who market lists to have the a priori permission to compile information about any individual and parents permission for minors. Even such patently favorable listings of say an athletes scores should not be exempt.

This is particularly troublesome to me and my son, because he can't run a single competitive race without his name being plastered over several aggregating websites, who use the information gathered from various associations to market advertising. He was even taunted at high school because some websites labeled him an "elite athlete", which his peers found pretentious. Frankly, I don't want my son's good name thrown about by aggregators just so they can make a quick buck.

WE WANT OUR PRIVACY BACK. MAKE THE INTERNET A SAFE PLACE BY GIVING BACK OUR PRIVACY.

Michael Dean