

**Frankle, Janice Podoll**

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**From:** Mark MacCarthy - [REDACTED]  
**Sent:** Wednesday, October 17, 2012 9:28 AM  
**To:** Davis, Anna; David LeDuc  
**Subject:** Re: Helpful or not?

Copying David. There might be some limited availability of our members that day, but let's see.  
Mark MacCarthy  
Vice President, Public Policy  
Software & Information Industry Association  
202-579-7337

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**From:** Davis, Anna [REDACTED]  
**Sent:** Wednesday, October 17, 2012 09:21 AM  
**To:** Mark MacCarthy  
**Subject:** RE: Helpful or not?

Mark,

Unfortunately, Commissioner Ohlhausen can't meet tomorrow. Would Tuesday, October 30<sup>th</sup> at 10:30 am work for you?

**Anna Holmquist Davis**  
Attorney Advisor  
Office of Commissioner Maureen Ohlhausen  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
(202) 326-3207

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**From:** Mark MacCarthy [REDACTED]  
**Sent:** Tuesday, October 16, 2012 3:35 PM  
**To:** Davis, Anna  
**Subject:** FW: Helpful or not?

Let me know if this Thursday morning works, or if some other time is more convenient.

Mark MacCarthy  
Vice President, Public Policy  
Software & Information Industry Association  
1090 Vermont Ave. NW Sixth Floor  
Washington, DC 20005  
202-579-7337

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**From:** Mark MacCarthy  
**Sent:** Monday, October 15, 2012 11:39 AM  
**To:** Davis, Anna  
**Subject:** RE: Helpful or not?

Would this Thursday morning work for you? We have interest in attending from Dow Jones, Google, and Pearson.

Mark MacCarthy  
Vice President, Public Policy  
Software & Information Industry Association  
1090 Vermont Ave. NW Sixth Floor  
Washington, DC 20005  
202-579-7337

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**From:** Davis, Anna [REDACTED]  
**Sent:** Wednesday, October 10, 2012 5:23 PM  
**To:** Mark MacCarthy  
**Subject:** RE: Helpful or not?

Thanks, Mark. Yes, you can bring some of your member representatives.

Thanks,

Anna

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**From:** Mark MacCarthy [REDACTED]  
**Sent:** Wednesday, October 10, 2012 5:05 PM  
**To:** Davis, Anna  
**Cc:** David LeDuc  
**Subject:** RE: Helpful or not?

Good news on the COPPA meeting. Let us know if we can bring some of our member representatives as well.

On the do not track, I'm not sure a lot of progress was made, but nothing awful happened either. So right now we are looking for DAA to step up a little bit and give us a clear understanding of what their members would do in reaction to a legitimate do not track signal. A sticking point appears to be marketing research and product development which lots of companies want to continue. Here's a story you might have already seen.

[http://www.zdnet.com/the-do-not-track-standard-has-crossed-into-crazy-territory-7000005502/?s\\_cid=e539](http://www.zdnet.com/the-do-not-track-standard-has-crossed-into-crazy-territory-7000005502/?s_cid=e539)

Best,

Mark

Mark MacCarthy  
Vice President, Public Policy  
Software & Information Industry Association  
1090 Vermont Ave. NW Sixth Floor  
Washington, DC 20005  
202-579-7337

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**From:** Davis, Anna [REDACTED]  
**Sent:** Wednesday, October 10, 2012 4:26 PM  
**To:** Mark MacCarthy  
**Subject:** RE: Helpful or not?

Mark,

Good afternoon! Sorry that I didn't respond sooner to your email. Commissioner Ohlhausen and I were in CA last week. She spoke at the OTA conference and then went on a Silicon Valley "listening tour." Very interesting! I thought your blog was very thoughtful and insightful. From various reports, it sounds like the meeting in Amsterdam, while it didn't resolve any issues, perhaps moved the ball a bit further along. Is that your understanding as well?

On a different note, Maureen has agreed to meet with outside parties on COPPA, and I wanted to reach out to you to schedule a meeting. It will have to be on the record and will have a representative from the GC's office attend. Her past experience was that Commissioners declined meetings after the closing of the public comment period as it represents an ex parte communication. However, it seems that the current practice is to have meetings, but put them on the record. Her preference is for the earlier practice, but she does not want to be the only Commissioner declining meetings. Please let me know dates/times that work for you and we will get it on the calendar.

Thanks,

**Anna Holmquist Davis**

Attorney Advisor  
Office of Commissioner Maureen Ohlhausen  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
(202) 326-3207

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**From:** Mark MacCarthy [REDACTED]  
**Sent:** Wednesday, October 03, 2012 1:14 PM  
**To:** Davis, Anna  
**Subject:** Helpful or not?

We posted this yesterday. What's your reaction?

<http://www.siiia.net/blog/index.php/2012/10/do-not-track-time-for-daa-to-move-forward/>

Mark MacCarthy  
Vice President, Public Policy  
Software & Information Industry Association  
1090 Vermont Ave. NW Sixth Floor  
Washington, DC 20005  
202-579-7337