



Consumer Federation of America

FOR IMMEDIATE RELEASE

CONTACT: Jack Gillis 202-737-0766

May 9, 2011

CFA HAILS ROCKEFELLER “DO NOT TRACK” LEGISLATION

Consumer Group Says Senate Bill is on the Right Track to Provide Real Privacy Protection

Washington, DC – Consumer Federation of America (CFA) hailed a new bill sponsored by Senator John D. Rockefeller IV (D-WV) that would give Americans the right, and the right tools, to browse the Internet without their every click being tracked for marketing or other purposes. “We hear a lot about consumer empowerment, but this legislation would actually give real power to consumers who want to keep their online activities private,” said Susan Grant, CFA’s Director of Consumer Protection.

Under the bill, the Federal Trade Commission (FTC) would establish standards for implementing a simple, easy-to-use “do not track” mechanism that would enable individuals to indicate that they don’t want their personal information collected by online services. The FTC would also set rules providing for common-sense exceptions, such as when personal information is needed to provide a service that the individual requested and the information is rendered anonymous or deleted afterwards, or when the individual affirmatively agrees to the collection and use of personal information based on clear, accurate notice. “Right now, the privacy interests of individuals and the interests of advertisers and others who may want their personal information are woefully out of balance,” said Ms. Grant. “This legislation would enable the FTC to strike the right balance and ensure that privacy is respected and protected.”

CFA has long advocated the concept of a “Do Not Track” mechanism for consumers and testified before Congress on that subject. CFA’s testimony, fact sheets about “Do Not Track,” and other information related to privacy are available at <http://www.consumerfed.org/consumer-privacy/privacy>.

The Consumer Federation of America is an association of nearly 300 nonprofit consumer organizations that was established in 1968 to advance the consumer interest through research, advocacy, and education.