Mr. William Bresnan Chairman & Chief Executive Officer Bresnan Communications One Manhattanville Road Purchase, NY 10577

Mr. Thomas O. Might President & Chief Executive Officer CableOne 1314 N. Third Street, 3rd Floor Phoenix, AZ 85004

Mr. Neil Smit President & Chief Executive Officer Charter Communications 12405 Powerscourt Drive, Ste. 100 St. Louis, MO 63131-3660

Mr. Patrick Esser President Cox Communications 1400 Lake Hearn Drive Atlanta, GA 30319

Mr. Rodger L. Johnson President & Chief Executive Officer Knology Holdings 1241 O.G. Skinner Drive West Point, GA 31883

Mr. Peter D. Aquino Chairman & Chief Executive Officer RCN Corporation 105 Carnegie Center Princeton, NJ 08540

Mr. Glenn A. Britt Chairman & Chief Executive Officer Time Warner Cable 290 Harbor Drive Stamford, CT 06902

Mr. Robert Miron Chairman & Chief Executive Officer Bright House Networks, LLC 5000 Campuswood Drive East Syracuse, NY 13057-4250

Mr. James L. Dolan President & Chief Executive Officer Cablevision Systems Corporation 1111 Stewart Avenue Bethpage, NY 11714

Mr. Brian L. Roberts Chairman & Chief Executive Officer Comcast Cable Communications 1500 Market Street, East Tower Philadelphia, PA 19102

Mr. Michael S. Willner Vice Chairman & Chief Executive Officer Insight Communications 810 Seventh Avenue New York, NY 10019

Mr. Rocco B. Commisso Chairman & Chief Executive Officer Mediacom Communications Corporation 100 Crystal Run Road Middletown, NY 10941

Mr. Jerald Kent Chief Executive Officer Suddenlink Communications 12444 Powerscourt Drive, Suite 450 St. Louis, MO 63131

Ms. Colleen Abdoulah President & Chief Executive Officer WideOpen West 7887 E. Belleview Avenue, Suite 1000 Englewood, CO 80111

Mr. Randall L. Stephenson Chairman & Chief Executive Officer AT&T Inc. 175 E. Houston Street San Antonio, TX 78205

Ms. Marie Wilderotter Chief Executive Officer Citizen Communications 3 High Ridge Park Samford, CT 06905

Mr. Edward. A. Mueller Chief Executive Officer Qwest 1801 California St., 51st Floor Denver, CO 80202

Mr. Jeff Gardner President & Chief Executive Officer Windstream Communications 4001 Rodney Parham Road Little Rock, AR 72212

Mr. Mark R. Goldston Chief Executive Officer United Online 21301 Burbank Boulevard Woodland Hills, CA 91367

Mr. Carl. J. Grivner Chief Executive Officer XO Communications, Inc. 13865 Sunrise Valley Drive Herndon, VA 20171

Mr. James Q. Crowe President & Chief Executive Officer Level 3 Communications Inc. 1025 El Dorado Boulevard Broomfield, CO 80021

Mr. Glen F. Post Chief Executive Officer CenturyTel 100 Centurytel Drive Monroe, LA 71203

Mr. Rolla P. Huff Chief Executive Officer Earthlink 1375 Peachtree Street Atlanta, GA 30309 Mr. Dave Wittwer Chief Executive Officer TDS Telecom 525 Junction Road Madison, WI 53717

Mr. Ivan Seidenberg Chief Executive Officer Verizon 140 West St. 29th Floor New York, NY 10007

Mr. Arunas A. Chesonis Chairman, CEO, and President PAETEC Holding Corp. 600 Willowbrook Office Park Fairport, NY 14450

Mr. James F. Geiger Chairman, CEO, and President Cbeyond, Inc. 320 Interstate North Parkway, Suite 300 Atlanta, GA 30339

Mr. Patrick Bennett President & Chief Executive Officer Covad Communications 110 Rio Robles San Jose, CA 95134-1813

Ms. Larissa Herda Chairman, CEO, and President tw telecom inc. 10475 Park Meadows Dr. Littleton, CO 80124

Eric Schmidt, Ph.D. Chairman & Chief Executive Officer Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043

Mr. Jerry Yang Chief Executive Officer Yahoo! Inc. 701 First Avenue

Sunnyvale, CA 94089

Mr. Randy Falco Chairman & Chief Executive Officer AOL LLC 770 Broadway New York, NY 10003

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U.S. House of Representatives Committee on Energy and Commerce Washington, DC 20515-6115

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August 1, 2008

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> Mr. Randy Falco Chairman and Chief Executive Officer AOL LLC 770 Broadway New York, NY 10003

Dear Mr. Falco:

We are writing with respect to the growing trend of companies tailoring Internet advertising based upon consumers' Internet search, surfing, or other use.

As you may know, questions have been raised regarding the applicability of privacy protections contained in the Communications Act of 1934, the Cable Act of 1984, the Electronic Communications Privacy Act, and other statutes to such practices, and whether legislation is needed to ensure that the same protections apply regardless of the particular technologies or companies involved. We are interested in the nature and extent to which you engage in such practices, and the impact it could have on consumer privacy.

In order for us to better understand how companies may be engaged in efforts to target Internet advertising, the impact of such efforts on consumers, and broader public policy implications, we respectfully request that you provide specific answers to each of the following questions:

- 1. Has your company at any time tailored, or facilitated the tailoring of, Internet advertising based on consumers' Internet search, surfing, or other use?
- 2. Please describe the nature and extent of any such practice and if such practice had any limitations with respect to health, financial, or other sensitive personal data, and how such limitations were developed and implemented.
- 3. In what communities, if any, has your company engaged in such practice, how were those communities chosen, and during what time periods was such practice used in each? If such practice was effectively implemented nationwide, please say so.

- 4. How many consumers have been subject to such practice in each affected community, or nationwide?
- 5. Has your company conducted a legal analysis of the applicability of consumer privacy laws to such practice? If so, please explain what that analysis concluded.
- 6. How did your company notify consumers of such practice? Please provide a copy of the notification. If your company did not specifically or directly notify affected consumers, please explain why this was not done.
- 7. Please explain whether your company asked consumers to "opt in" to the use of such practice or allowed consumers who objected to "opt out." If your company allowed consumers who objected to opt out, how did it notify consumers of their opportunity to opt out? If your company did not specifically or directly notify affected consumers of the opportunity to opt out, please explain why this was not done.
- 8. How many consumers opted out of being subject to such practice?
- 9. Did your company conduct a legal analysis of the adequacy of any opt-out notice and mechanism employed to allow consumers to effectuate this choice? If so, please explain what that analysis concluded.
- 10. What is the status of consumer data collected as a result of such practice? Has it been destroyed or is it routinely destroyed?
- 11. Is it possible for your company to correlate data regarding consumer Internet use across a variety of services or applications you offer to tailor Internet advertising? Do you do so? If not, please indicate what steps you take to make sure such correlation does not happen. If you do engage in such correlation, please provide answers to all the preceding questions with reference to such correlation. If your previous answers already do so, it is sufficient to simply cross-reference those answers.

Thank you in advance for your attention to this matter. We respectfully request a response by Friday, August 8, 2008.

Sincerely,

John D. Dingell

Chairman

Joe Barton

Ranking Member

Mr. Randy Falco

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Edward J. Markey

Chairman

Subcommittee on Telecommunications

Markey

and the Internet

Cliff Steam

Ranking Member

Subcommittee on Telecommunications

and the Internet