

# Industry Initiatives on Consumer Education

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# Objectives of the PLI

Consumer Education

Business-to-Business Education

Research and Public Surveys

# PLI Membership

Acxiom

Dell Computer

DoubleClick

Eastman Kodak Company

Experian

Ford Motor Company

Harris Interactive

IBM

Intel

Kraft Foods Inc.

Procter & Gamble

Travelocity.com

U.S. Bancorp

VeriSign

Visa USA Inc.

American Association of Advertising  
Agencies

Association of National Advertisers

Direct Marketing Association

Interactive Advertising Bureau

Information Technology Industry Council

Financial Services Roundtable

Magazine Publishers of America

National Association of Manufacturers

# Notices and the "Educated Consumer"

## Food Labels Provide the Following Information

- Calories
- Total Fat
- Cholesterol
- Sodium
- Total Carbohydrates
- Protein
- Percentage of various Daily Requirements

# Benefits of Education

Consumer Education Allows Consumers to Know Why This Information is Important

- Health education in school
- Information from physicians and health professionals
- Press reports
- Advertising
- Other sources

# What Do We Know

The potential risk that someone might inappropriately use or share personal information given online deterred...

- 26% of online users from buying something from a catalog or brochure sent to your residence
- 18% of users from paying a restaurant bill by credit card
- 58% of users from purchasing anything on the Internet (or World Wide Web) with a credit card
- 56% of users from conducting personal banking transactions online

# Privacy Notices

- Do not meet the needs of the real audience -- the consumer
- Limited to the perspective of the organization providing the notice
- Written to assure compliance – not necessarily to inform the consumer
- Often too long and written in legal terminology
- Do not cover the information practices of organizations to which personal data may be disclosed

# Consumer Education Addresses the Bigger Picture

- What are the information practices of the industry?
- Where will the information go and how will it be used?
- What is the benefit to consumers when the information is used?
- How does the organization sending me a notice fit in to the picture?



# PLI's Big Picture

- The Privacy Leadership has dedicated an entire campaign to the “Big Picture”
- Banner ad campaign
  - 536 million impressions
  - 400,000 unique visitors in first month
  - Focused on core privacy issues such as security, credit card fraud and identity theft
- Radio ad campaign
- Print ad campaign
- [www.understandingprivacy.org](http://www.understandingprivacy.org)
- Consumer-oriented pamphlets and publications

# What's Next

- Privacy notices have a role in educating the consumer, but will only be effective in the context of broader consumer education efforts
- Privacy notices need to be shorter and concise
- Dual privacy notice proposals can solve the problem with notices -- if regulators will agree
- Business must continue and expand its efforts to educate the consumer
- Consumer group Web sites and education are important

## Government has a role:

- Build consumer confidence through enforcement of privacy notice claims
- Support industry initiatives that seek consistency in how notice is provided
- Recognize the role of consumer education to provide a context for privacy notices

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