

Statement of Chairman Jon Leibowitz
on the Trade Associations' Privacy Principles for Behavioral Advertising
July 2, 2009

Today, a coalition of leading industry associations released a new set of self regulatory guidelines covering businesses involved in online behavioral advertising – the tracking of consumers' online activities in order to serve targeted advertisements. Behavioral advertising raises a number of serious privacy concerns, and these guidelines are a direct response to the call by the FTC and consumer groups for improved practices, including increased transparency and consumer control over the collection and use of data. I commend the coalition's efforts to bring together many diverse industry players to address privacy. Although we are still reviewing the details of the new guidelines, I am encouraged that so many trade associations and their member companies have participated in this process. The Commission's goal is to promote meaningful consumer protection and choice in this area as well as to ensure that consumer protections are accessible and understandable to all consumers. The FTC will evaluate the new industry guidelines from that perspective.