

FTC Proposed Privacy Framework

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*The views expressed are those of the presenter and do not necessarily represent the views of the Commission or any individual Commissioner.



Background

- The Commission has worked to protect consumer privacy and enhance data security through law enforcement, regulation, education, consumer research, and policy initiatives.



Behavioral Advertising Roundtable



- Roundtable held on November 1-2, 2007
- Staff final report issued February 12, 2009 following public comment
- Report available at <http://www.ftc.gov/os/2009/02/P085400behaviorreport.pdf>

Exploring Privacy Roundtables



- December 7, 2009 – Washington, DC
- January 28, 2010 – Berkeley, CA
- March 17, 2010 – Washington, DC
- Roundtable information: <http://www.ftc.gov/bcp/workshops/privacyroundtables/index.shtml>

Major Themes



- Consumer's lack of understanding and ability to make informed choices
- Ubiquitous collection and use of consumer data
- Importance of privacy to consumers
- Benefits from data collection and use
- Blurring of distinction between PII and supposedly anonymous information

Preliminary FTC Staff Report



- "Protecting Consumer Privacy in an Era of Rapid Change" released December 1, 2010 for public comment.
 - Report and related information available at <http://ftc.gov/opa/2010/12/privacyreport.shtm>
- Approximately 450 comments filed.
- Anticipate final report release later this year.

Key Elements of Proposed Framework



- Privacy by design
- Provide simpler and more streamlined choices to consumers
- Make data practices clearer and simpler (prominent disclosures), facilitating consumer understanding and comparison, reasonable access to data
- Material changes: prominent disclosure and express affirmative consent
- Consumer education

More information



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