

I. Introduction

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 from this testimony to the extent that it endorses a Do Not Track mechanism. Commissioner J.
 F m s R o s h l s e n t h p r i n s o f t h e s m y h t i l s s a d d s i b c e t a n
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 C m l 2 t C g ., J y 14, 2011 (h h e' R h s)

² h h F C s p y h g a y m th t
bis.es.fcc.gov/privacy-ad-secnly .

³ 15 USC. §501-6508.

⁴ *See, e.g.*, Pp. 11-12

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⁷ 15 I.C. §701-7713.

⁸ See <http://www.ft.gov/oc/bgs/afcb/gsm>.

⁹ See 16 C.F.R. Pt. 16, § 16.14, and 15 I.C. § 801(h), as amended by 16 I.C. § 1682, and FCRA, 15 I.C. § 1681e-1681w.

¹⁰ *Ceridian Corp.*, FTC Do No C-4325 (Jan. 2011) (comment), available at www.ftc.gov/p/a/2011/05/ceidbko.htm

¹² See *U.S. v. Teletrack, Inc.*, No1:11-CV2060 (N.D. Cal. 06/24/2011) (PDF), available at <http://www.ft.gov/pa/2011/06/teletrack>

to the extent that it is not.

¹⁴ *Google, Inc.*, FCC File No. 102-3136 (March 30, 2011) (comment), available at www.fcc.gov/pa/2011/03/google.sm. Comment available at <http://www.fcc.gov/1023136/110330g>.

¹⁵ This provision will apply to data collected by Google about users of Google.

¹⁶ *Chitika, Inc.*, FCC Document No. C-4324 (July, 2011) (comment), available at <http://www.fcc.gov/pa/2011/03/chitika.sm>.

product consumers who reflect upon their purchase decisions
and their ability to make informed choices.
Chapters 11 and 12 of the FTC's report, "The
State of Consumer Protection in the
United States,"

Finally, the Commission is assigning the additional tasks expected
to be implemented in the coming year.

¹⁷ *US Search, Inc.*, FTC Docket No. C-4317 (March 14, 2011) (), available
at <http://www.ftc.gov/pa/2010/09/ssearch.htm>.

¹⁸ See [www.ftc.gov](#). See also *Search, Inc.*, 2011 OGD On the
Search Engine Competition Report at Attachment A, available at [www.ftc.gov/pa/2010/09/ssearch.htm](#).

Let's take a look at the FTC's mobile app. The app is available for download on the App Store and Google Play. It provides a comprehensive overview of mobile security, including tips on how to protect your data and privacy. The app also includes a section on identity theft, which is a common concern for mobile users.

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¹⁹ See Press Release, FTC, Facts on the FTC: What You Should Know About Mobile Apps (Jan. 28, 2011), available at <http://www.ftc.gov/pa/2011/06/mobile-apps.html>.

²⁰ See *Take Charge: Fighting Back Against Identity Theft*, available at <http://www.ftc.gov/bfed/pb/cnsmfidhf/04.sm>.

²¹ See Press Release, FTC, OnGuard Online.gov Official Fast Start with a Child Safety Center (Mar. 31, 2010), available at www.ftc.gov/pa/2010/03/on-guard-online.gov-official-fast-start-with-a-child-safety-center.html.

²² See *Protecting Personal Information: A Guide For Business*, available at www.fcc.gov/infocuity.

²⁵ Fd. 41Cm

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²⁸ See generally *3rd Roundtable, Panel 4: Lessons Learned and Looking Forward* at 242, available at http://www.ft.gov/bpwb/policy/privacyRoundtable/MacE010_Transcript.pdf (discussing the importance of transparency); *Written Comment of Centre for Information Policy & Leadership at Hunton & Williams LLP*, t#544506-00059, available at http://www.ft.gov/bpwb/policy/privacyRoundtable/MacE010_Transcript.pdf

Id.

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m tm k d hb hi jn

VI. Conclusion

The Commission is committed to enhancing consumer privacy and security by
improving the way that we do business with you.
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