

PREPARED STATEMENT OF THE
FEDERAL TRADE COMMISSION ON

"INTERNET PRIVACY"

Before the

SUBCOMMITTEE ON COURTS AND INTELLECTUAL PROPERTY
of the
HOUSE COMMITTEE ON THE JUDICIARY
UNITED STATES HOUSE OF REPRESENTATIVES
Washington, D.C.

March 26, 1998

Mr. Chairman and Members
of the Subcommittee
on Courts and Intellectual Property
of the House of Representatives

(1)

I. Introduction

A. Introduction

Internet privacy is a
critical issue for
consumers.

In 1997, 51 percent

of U.S. adults

are concerned about

their privacy

and 58 percent of

adults

are concerned about their privacy

in 2000.

(2) Of 73 percent

(3) By December 1997, 44

(4) From 1996 to 1997, 44

-- \$301 in 1996 -- \$4.35

(5)

Internet privacy is a
critical issue for
consumers.

Internet

stip

(11) InFC stip

1999, ~~1999~~
CIR
CIR
CIR
CIR
CIR

(20)

S th

1999, ~~1999~~
CIR
CIR
CIR
CIR
CIR
CIR

(21)

s

S b

1. Commitment to Self-Regulation

1997 (33)

1997
1997
1997
1997
1997
1997

(34) AIR

1997
1997
1997
1997
1997
1997

-stf

(35) 1997

1997
1997
1997
1997
1997
1997

1997

(36)

3. Encouraging Self-Regulation

1997
1997

1997

