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 of TD00000 1.000 raises a number of serious privacy concerns, and these guidelines are a direct response 0 TJ31.809 TD(e)oD(direction)