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White House Privacy Policy Process Unfinished

Principles Solid but Path Forward Unclear

Washington, D.C. – A report released today by the White House includes basic online privacy principles that are welcomed by online businesses, including an emphasis on consumer control, transparency and accountability. The principles in the report allow room for companies to continue to deliver innovative and free online services that are supported by advertising.

While the principles are clear the path ahead is not. The report titled "Consumer Data Privacy in a Networked World" does not specifically define enforceable privacy measures that would guide company policies. The hard work is still ahead, when the business community and the privacy industry come together in a new "Multi-Stakeholder" process.

"If privacy zealots get hold of the microphone, and regulators are holding the pen, online companies and consumers may be left holding the bag," said Steve DelBianco, executive director of NetChoice. "Outspoken privacy advocates will use the multi-stakeholder process to undermine the ad-supported business model that pays for free online content and services."

NetChoice is an advocacy organization that fights threats to online commerce and promotes policies that protect Internet innovation and communication on a state, federal and international basis. The Washington, DC-based group protects Internet commerce-driven competition and battles rules that hinder consumer choice and hurt small businesses. For more information, see www.netchoice.org.