

FTC* Perspective

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FTC = the U.S. consumer protection agency

Consumer Criteria for DNT

1. Universal: single opt-out covers all would-be trackers
2. Usable: easy to find, understand, and use
3. Persistent: opt-out doesn't vanish
4. Effective and enforceable: covers all tracking technologies
5. Collection: controls collection*, not just some uses (e.g. ads)

FTC Authority, in a Nutshell

Authority granted by Congress

Specific authority: e.g., Do Not Call

FTC Act: can enforce against unfair or deceptive acts or practices in commerce

The FTC has not taken a position on whether new law or rulemaking is necessary for DNT.