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## FTC SUGGESTS DO-NOT-TRACK SYSTEM FOR INTERNET



Against the best interests of the online-advertising industry, the FTC has requested the creation of a do-not-track system for the internet, which would prevent individuals from having their internet activities monitored. The announcement came in a report on Internet privacy that was released Wednesday. "Many companies-- both online and offline-- do not adequately address consumer privacy interests," said the report. David Vladeck, the director of consumer protection at the FTC, said, "We will not tolerate a technological arms race that aims to subvert consumer choice. We have to simplify consumer choice, and a do-not-track option can chief that goal." The FTC, however, cannot impose a mandate on a do-not-track system on its own. "It would take an act of Congress, not an act of the Federal Trade Commission," Vladeck said.

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