

White House Unveils 'Consumer Privacy Bill of Rights'; Industry Embraces 'Do Not Track'

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Leslie Harris - President & CEO, CDT

Washington, DC -- The Center for Democracy & Technology welcomes the Administration's unveiling today of its "Consumer Privacy Bill of Rights," a set of guidelines intended to give consumers more control over their personal information. CDT also believes today's announcement by industry to respect "Do Not Track" settings in browsers is a positive step for consumer privacy.

"The Administration's call for a comprehensive privacy bill of rights comes at a pivotal time when there is a tremendous concern among consumers about their personal information," said CDT President Leslie Harris. "While we believe legislation will likely be necessary to achieve these protections, we support the White Paper's call for the development of consensus rules on emerging privacy issues to be worked out by industry, civil society, and regulators."

"For five years CDT has pushed for the development of a reliable 'Do Not Track' mechanism; today's Digital Advertising Alliance announcement is an important step toward making 'Do Not Track' a reality for consumers," said CDT's Director of Consumer Privacy Justin Brookman. "The industry deserves credit for this commitment, though the details of exactly what 'Do Not Track' means still need to be worked out," Brookman said. "CDT will continue to work through the W3C standards setting process to develop strong and workable 'Do Not Track' guidelines."

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- [privacy legislation](#)
- [privacy bill of rights](#)
- [do not track](#)

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