

May 26, 2016

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

*Re: Protecting the Privacy of Customers of Broadband and Other Telecommunications Services,
WC Docket No. 16-106*

Dear Ms. Dortch:

The Commission has stated that its objective in adopting new privacy rules for Internet Service Providers is to “give broadband customers the tools they need to make informed decisions about how their information is used by their ISPs.” In considering how to achieve this objective, it is essential that the Commission do so with a clear understanding of how consumers view the online marketplace and how their information should be protected online. Therefore, the Progressive Policy Institute commissioned a consumer poll by Public Opinion Strategies to assess consumer opinion about how their online information is protected.

The results of the national poll are attached. It is clear from the findings that online privacy and data security is important to consumers. The survey confirms that consumers believe that most internet companies have access to a great deal of information about them. The results also demonstrate that consumers want consistent protections for their online information from all players in the internet ecosystem. By an overwhelming margin, 94% v 5%, internet users agree that “All companies collecting data online should follow the same consumer privacy rules so that consumers can be assured that their personal data is protected regardless of the company that collects or uses it,” including 82% of Internet users who say they “strongly” agree with that statement.

Consumers also believe that all internet companies have access to a lot of data about their online behavior, and they want consistent privacy rules to apply to all of these companies regarding the treatment of this data. Of those surveyed, 83% agreed that online privacy should be protected based on the sensitivity of their online data, rather than on who is collecting and using the data.

The Commission should take note of these survey results and consider rules that are consistent with the principles embodied in the Obama Administration’s Consumer Privacy Bill of Rights and the Federal Trade Commission’s well-established and effective privacy framework.

As former FTC Chairman Jon Leibowitz recently told the Commission, “the privacy NPRM, if adopted as proposed, would result in a detailed set of burdensome data privacy rules with no precedent in the FTC or other U.S. privacy regimes, and is inconsistent with the privacy obligations applied to the rest of the

economy." Consumers deserve otherwise, and the Commission has an opportunity to ensure consumers have the tools they need without sacrificing the enormous benefits consumers enjoy when their information is uniformly protected.

Sincerely,

A handwritten signature in black ink that reads "Will Marshall". The signature is written in a cursive, slightly slanted style.

Will Marshall, President

cc: Chairman Tom Wheeler
Commissioner Mignon Clyburn
Commissioner Jessica Rosenworcel
Commissioner Ajit Pai
Commissioner Michael O'Rielly