

SIIA Public Policy News

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SIIA Calls for Continued Public-Private Partnership Around “Do Not Track” Efforts

WASHINGTON, D.C. (May 9, 2011) – Software & Information Industry Association (SIIA) President Ken Wasch today issued the following statement regarding “do not track” legislation introduced by Senator Jay Rockefeller (D-WV):

“There is broad agreement that consumers must have a clear and easy mechanism for opting out of online tracking. We’ve reached this consensus because of industry’s efforts to better serve its consumers, along with leadership from legislators. SIIA believes that continuing in this manner – with policymakers providing guidance and business implementing effective solutions – is the best way forward.

“Digital businesses are making significant strides toward a strong, voluntary, and enforceable privacy framework. SIIA will continue to work with both industry and policymakers, in support of an industry-led approach that protects consumers and encourages American innovation and economic growth.”

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