





The Software & Information Industry Association's

## Digital Policy Roundup

*News and updates compiled by the industry authority*

### Policy Calendar

May 11

[SIIA Government Affairs Council Meeting](#)

Featuring FTC Commissioner Julie Brill

May 12

[Hearing: Economic Ramifications of Cyber Threats and Vulnerabilities to the Private Sector Senate Commerce Science and Transportation Committee](#)

May 16

[FCC Roundtable on Protecting Small Bus. From Cyber Threats](#)

MAY 10, 2011

### Highlights

As expected, privacy issues are the top technology policy week. On Monday, Senate Commerce Chairman Rockefeller introduced "Track" legislation that establishes a legal framework for internet preference to not have their online activities tracked (including mobile activities), and it would prohibit online providers from sharing information from individuals who indicate such a preference. In response, the industry is taking caution, instead urging for a continuation of industry-led efforts.

In the House, Reps. Markey (D-MA) and Barton (R-TX) introduced legislation late last week that would require Web companies and mobile app developers to get parents' permission before they collect and use minors' personal information at various locations. The legislation has been characterized as an update to the Privacy Protection Act of 1998 (COPPA), which is also currently being considered by policymakers in Congress and the FTC.

On the Cybersecurity front, all eyes are on the White House, which is expected to release their long-awaited cybersecurity recommendations. The House Commerce Committee on [Thursday](#) will examine the issue and its impact on the private sector.

Also, Sen. Leahy (D-VT) has indicated that he will introduce legislation as early as later this week. The legislation, which would give trademark owners with additional tools to fight online piracy, for offenses originating abroad, will be quite different from previous efforts. Notably, the name of the bill will be the Preventing Real Creativity and Theft of Intellectual Property (PROTECT IP) Act. The bill is an approach in order to address many of the concerns that have been raised in the bill.

### SIIA News & Notes

[SIIA Calls for Continued Public-Private Partnership Approach to Cybersecurity](#)  
(May 10)

[COA Testimony for ICANN Generic Top-Level Domain Names](#)  
(May 4)

