The Future Of Online Consumer Protections

A Consumer Watchdog Policy Conference

Wednesday, Dec. 1
8 am – 3 pm
Washington, DC
Is it “important” to have “more laws that protect the privacy of your personal information?”

- **YES: 90%**
- **Important: 23%**
- **Very Important: 67%**
- **NO: 10%**

*Poll source: Consumer Watchdog / Grove Insight*
POPPULAR FIXES ON ISSUE OF INTERNET PRIVACY, TRACKING, & CHILDREN

Require the creation of an “anonymous button” that allows individuals to stop anyone from tracking their online searches or purchases.

*Poll source: Consumer Watchdog / Grove Insight
Prevent online companies from tracking personal information or web searches without your explicit, written approval.

YES: 84%

NO: 11%

*Poll source: Consumer Watchdog / Grove Insight*
POPULAR FIXES ON ISSUE OF INTERNET PRIVACY, TRACKING, & CHILDREN

Ban the collection of any personal data on children under the age of 18.

YES: 84%

NO: 10%

*Poll source: Consumer Watchdog / Grove Insight
Support extending current advertising protections regarding children beyond TV, radio and print to online advertising.

*Poll source: Consumer Watchdog / Grove Insight*
POPULAR FIXES ON ISSUE OF INTERNET PRIVACY, TRACKING, & CHILDREN

Require the creation of a “do not track me” list for online companies that would be administered by the Federal Trade Commission.

*Poll source: Consumer Watchdog / Grove Insight