

# Digital Content Next

Legal and Legislative Committee  
February 10, 2015

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# Agenda

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- Update on DAA AppChoices
- Status of W3C DNT Standard
- Consumer Privacy Bill of Rights – Legislative Framework

### AppChoices

- DAA set to release app in late February
- Will allow consumers to opt out of targeted ads on mobile
- Implementation requirement delayed until mid-summer

### W3C

- DNT Standard complete
- Editors cleaning up document for public review

### Basic Framework

- 1<sup>st</sup> Parties Exempt except:
  - Must respond to DNT signal
  - Must not share data w/ 3<sup>rd</sup> parties
- Service providers may stand in shoes of 1<sup>st</sup> Party
- 3<sup>rd</sup> Parties may collect/use data for:
  - Frequency Capping
  - Financial Logging
  - Security
  - Debugging

### White House to Re-Release Consumer Privacy Bill of Rights

- First released in 2012
- Administration has met with stakeholders and will re-release Bill of Rights within 45 days (February 26?)

DCN analysis of original Bill of Rights here:

<http://digitalcontentnext.org/wp-content/uploads/2015/01/OPA-Analysis-White-House-Report-on-Consumer-Data-Privacy-in-a-Networked-World.pdf>

## Bill language

- Revolves around “context”
  - Data collected in one context cannot be used in another context without security/controls
    - Attempt to differentiate b/n 1<sup>st</sup>/3<sup>rd</sup> parties
- Security
  - Calls for federal data security standard
    - Would preempt state law
- Would allow “safe harbors”
  - Any self-regulatory body or company could apply to the FTC for a safe harbor
- No private right of action, State AGs could bring suits