



April 23, 2007

The Honorable Zoe Lofgren
U.S. House of Representatives
102 Cannon House Office Building
Washington, DC 20515

The Honorable Bob Goodlatte
U.S. House of Representatives
2240 Rayburn House Office Building
Washington, DC 20515

Re: IAB's Comments on the I-SPY Act (H.R. 1525)

Dear Representatives Lofgren and Goodlatte:

The Interactive Advertising Bureau ("IAB") would like to commend you on the introduction of H.R. 1525, the Internet Spyware Prevention Act of 2007 ("I-SPY Act"). We appreciate your attention to this important issue, support the approach taken in this legislation, and would like to share our views with respect to the I-SPY Act.

Founded in 1996, the IAB represents more than 300 leading interactive companies that are actively engaged in, and support the sale of, interactive advertising. Our members include Yahoo, AOL, MSN, Google, Forbes.com, New York Times Digital, CNET Networks, and others. IAB members are responsible for selling more than 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates the advertising industry regarding the use of interactive advertising.

We opened a Washington, D.C. office this year to oversee regulatory matters, legislative affairs, and public policy initiatives that affect the interactive advertising industry. We look forward to working with this Committee as it considers the important issues surrounding privacy and e-commerce.

Spyware is an insidious technology that erodes consumer confidence in the online medium and undermines legitimate advertising practices. We support legislation that combats spyware by identifying and prohibiting specific bad acts, such as intentionally defrauding consumers. The I-SPY Act complements this paradigm by appropriately targeting illegitimate conduct and providing government entities with the necessary tools and resources to enforce the law.

While we strongly support this approach, there is one issue that we would like to resolve in an effort to ensure that the bill remains focused on combating truly bad actions. IAB is concerned that the definition of "personal information" may be overly inclusive. We believe that this definition should only include those data elements that can actually lead to identity theft. A broad definition may unintentionally implicate legitimate marketing practices and restrain marketers' ability to provide new products and more enhanced services to consumers.



We hope that this important piece of legislation will be considered by the House Judiciary Committee in an expeditious manner, and look forward to sharing our members' experiences and insights with the Committee throughout the legislative process. Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Randall Rothenberg". The signature is fluid and cursive, with a prominent initial 'R'.

Randall Rothenberg
President and CEO
The Interactive Advertising Bureau

cc: Chairman John Conyers Jr., House Judiciary Committee
Ranking Member Lamar Smith, House Judiciary Committee