
FTC Staff Revises Self-Regulatory Principles for Online Behavioral Advertising

2009-02-19

The Staff of the Federal Trade Commission (FTC) has issued a report and a revised set of "Self-Regulatory Principles for Online Behavioral Advertising." The report, published February 12, 2009, largely reaffirms proposed principles that the FTC Staff issued in late 2007, including the staff's controversial inclusion of both personally identifying and non-personally identifying information in the scope of the principles. For more on the FTC Staff report and Commissioner statements, see our recent [Email Alert](#).