

# Law360 Quotes Partner Dana B. Rosenfeld on FTC Privacy Report

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Partner Dana B. Rosenfeld was quoted in the *Law360* article, "FTC Targets Data Brokers, App Makers in Privacy Report." The article discusses the recent Federal Trade Commission (FTC) report singling out data brokers and mobile application makers as potential enforcement targets. The report says that the two industries have so far failed to implement adequate consumer privacy protections and calls for privacy legislation that would increase data broker transparency. It echoes an earlier draft's push for privacy by design, simplified notice and choice, and greater transparency regarding the collection and use of consumer data, while also introducing new recommendations to increase the transparency of data brokers and pass legislation that would provide consumers with access to information held by data brokers.

Ms. Rosenfeld said, "While the report explains that many of its recommendations should be considered best practices, and not articulations of FTC enforcement policy, it is sometimes difficult to draw the distinction between the two."