

Self-Regulation of Interest-Based Advertising and Cross-Device Tracking

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Partner [Dana Rosenfeld](#) co-authored the *What's In Store* article "Self-Regulation of Interest-Based Advertising and Cross-Device Tracking." The article discusses the organizations working to balance the benefits of interest-based advertising with privacy concerns . Dana also examines the FTC's Self-Regulatory Principles and provide an overview of the existing frameworks for self-regulation.