



August 2nd, 2022

The Honorable Lina Khan  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Re: Digital Advertising, P114506

Dear Chair Lina Khan,

We are writing to you on behalf of OpenMedia, a community-based organization that works to keep the Internet open, affordable, and surveillance-free. We work toward informed and participatory digital policy by engaging hundreds of thousands of people in protecting our online rights.

In response to the FTC's call for public comments, more than 3,000 members of the OpenMedia community from all across the United States have submitted their thoughts on digital advertising. Please find those comments in the attached document.

We're concerned that the ability of advertisers to collect, purchase, sell, and use sensitive personal information is undermining the ability of consumers to make independent choices about what products and services they purchase. As that is the preconditions to a free and informed consumer transaction, online surveillance and these influencing techniques are unfairly eroding our traditional, free market economy.

Generally, the attached comments are supportive of new rights that will help to rebalance the growing power inequities between advertisers and individuals in the digital advertising marketplace. This isn't about seeing ads that are less relevant to our interests; this is about stopping sellers and advertisers from preying upon our sensitive data, influencing our behavior in ways that are unfair and harmful, and damaging the free market economy.

We're hopeful that these comments will be useful in creating new guidance for digital advertisers.

Sincerely,

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