

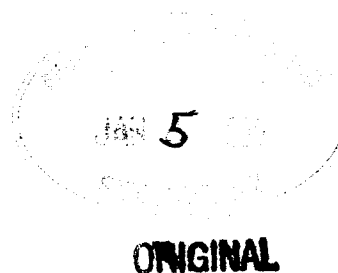


Internet Alliance

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January 5, 2000

Office of the Secretary
Federal Trade Commission
600 Pennsylvania Ave, NW, Room 20580
Washington, DC 20580



Re: Advisory Committee on Online Access and Security - Nomination, P004807

Dear Sir:

The Internet Alliance (IA) requests to participate in the Federal Trade Commission's Advisory Committee on Online Access and Security. The IA is the leading Internet trade association of large and small companies developing the consumer-focused Internet. We have made our primary focus building consumer confidence and trust in the Internet through a combination of tools, including good business practices, consumer education, and, where needed, wisely crafted legislation. Since nearly all of our members are Internet companies, our views and experience regarding online privacy would be highly relevant.

Recently, the IA has worked diligently and productively with the FTC on issues such as the Children's Online Privacy Protection Act rule-making process. By participating in this committee on online access and security, I hope to expand this relationship.

Further, IA is active in all 50 states. We track every bill and development that deals with the Internet, and we expect to see 2000 proposals this year. This experience gives us a unique insight into how localities are engaging privacy and this capability sets us apart from all other groups in Washington.

In the international arena, the Internet Alliance continues to communicate with key members of the European Union. We are also in daily contact with international Internet organizations as well as our international member companies.

As a member of the Advisory Committee on Online Access and Security, the Internet Alliance will give the FTC a unique global perspective on how the consumer is affected by privacy regulations in different states and internationally. We are the leading trade association that represents 90 percent of consumers' access to the Internet.


If the IA is chosen, I will be its representative. I have been the IA's Executive Director since late 1996, and have an extensive professional history with online and Internet

services since 1982. Over the past decade, my career has spanned marketing, technology and policy roles at Pacific Bell, Bellcore, Pacific Telesis Group, and Fleishman-Hillard. I served as the IA's Board Chairman in 1992. As the IA's head, I direct the association's federal, state and international public policy initiatives and oversee media, public and consumer relations.

In conclusion, I believe it is important that the voices of IA members be heard on this committee. Online privacy is a crucial issue, one which affects the business practices of all of our members, and one which will continue to play a key role in the public's acceptance of the Internet as a mainstream medium. As the voice of the consumer Internet industry, the Internet Alliance is in the best position to offer balanced insight and advice as to the pressing issues of online privacy.

We appreciate the opportunity to participate in this important body. Please don't hesitate to contact me if you would like further information.

Sincerely,



Jeff B. Richards
Executive Director