

From: [Dan and Suzanne Anderson](#)
To: [privacyrfc2018](#)
Subject: Comments on Docket # 180821780-8780-01
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My comments specifically address Desired Outcomes #1: Transparency and #2 Control

My concern with the current environment is that ongoing usage of a site is interpreted as implicitly approving of any changes the site makes. There is an underlying assumption that if I object to their business practices, I can stop using the site. However, there are often so many updates constantly occurring that it is impossible to know that the site I visit today may be substantially different from the site I visited yesterday. Since there is a business focus on generating ad revenue this means that many of those changes center on new ways to exploit anything that can be inferred about me. I would like to see more emphasis in items #1 and #2 on ongoing changes to how data is collected and used so I can make an informed decision as to whether the service being provided is a fair exchange for allowing the data to be collected.