

Congressman Rick Boucher (VA-09), Chair of the Subcommittee on Communications, Technology, and the Internet, introduced legislation Boucher and ranking committee member Cliff Stearns say will to provide greater online consumer protection and security.

The legislation provides more rigorous standards by which personal identification information (PII) is collected and used. The draft legislation requires the Federal Trade Commission (FTC) to prepare regulations and enforcement procedures designed to assure the security and integrity of PII. Business web sites have to “clearly and conspicuously” display privacy notices explaining how PII is collected, stored, used and disclosed to third parties. ”Opt in” consent provisions require individuals to expressly agree to the collection of particularly sensitive information such as medical records, financial accounts, Social Security numbers, sexual orientation, government-issued identifiers and precise geographic location information. Also requiring opt-in consent is permission to share PII with third parties. In addition to the FTC, each state’s attorney-general is also granted enforcement authority. Move over EU Data Protection Directives, Canada’s Personal Information Protection and Electronic Documents Act, and similar laws protecting its citizen’s PII, the e-business mountain is about to get steeper here at home.....*at least that’s what this lawyer thinks™*

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