

Congress of the United States
Washington, DC 20515

August 5, 2010

Mr. Brian L. Roberts
Chairman and Chief Executive Officer
Comcast Corporation
1 Comcast Center
Philadelphia, PA 19103-2838

Dear Mr. Roberts:

An ongoing series of reports in The Wall Street Journal raises important and disturbing questions about the nature, scope and prevalence of Internet companies' use of consumers' personal information gleaned from their online activities, reportedly without consumers' knowledge or consent. In fact, the Journal's examination found that "[o]ne of the fastest-growing businesses on the Internet is the business of spying on Internet users."

As Co-Chairmen of the House Bi-Partisan Privacy Caucus, we are troubled by the findings in this report, which suggest that the price of consumers' daily use of the Internet increasingly is surrender of their personal information, including web search terms, data on websites visited, content and application preferences, and other details gleaned from consumer use of the Internet. This data gathering permits web-based enterprises to develop digital dossiers on consumers for a range of purposes, including highly targeted marketing.

As Congress prepares to consider comprehensive privacy legislation, we request responses to the questions that follow to better understand your companies' practices in this area.

1. What specific information about consumers does your company collect, either through your own website or through business relationships with third parties?
2. If you have business relationships with third parties, please list the names of those third parties, including analytics firms.
3. How does your company collect consumer information (e.g., direct consumer input, cookies, beacons, Flash cookies, other surveillance technologies)?
4. How does your company use the information it collects, both directly or through third parties, if applicable?
5. Does your posted privacy policy fully explain these data collection and use practices?
6. Does your posted privacy policy identify for consumers all affiliated and unaffiliated entities with which you share or provide access to consumer data, whether through direct disclosure, cookies, or some other means?
7. Does your company sell or otherwise monetize the information it collects?
 - a. If yes, to which companies does it sell or otherwise disclose the personal information it collects?
 - b. What were the revenues associated with this sale or monetization for the last 12 months, or the most recent year for which your firm has such data?

8. Is your company aware of all third-party tracking devices that may be installed on a user's computer when the user visits your site?
 - a. If yes, what evaluations does your company perform to discover such devices? If no, why not?
 - b. What actions does your company take upon discovery of a previously unknown third party tracking device?
9. Does your company serve different pages, content, or advertisements to visitors, based on information derived from tracking devices? If yes, please explain.
10. Does your company target individuals based on their health or financial status?
11. Are there any user search or use habits that your company will not use for targeting purposes or tracking? If yes, what are they?
12. Has your company conducted a legal analysis of the applicability of communications and consumer privacy laws to the targeting and/or tracking practices utilized by your firm? If yes, please explain what this analysis concluded.
13. If your company tracks or targets visitors, how does it notify visitors to your company's site of this practice? If it does not provide notification, why not?
14. If a user does not want to be tracked or targeted upon visiting your site, how would the user effectuate this preference?
15. Please explain whether your company provides the ability of consumers to "opt-in" to the use of these practices or "opt-out," including whether they have an option to prevent both collection and use of their data. If your company provides the opportunity to opt-out, how many visitors have chosen this option according to your company's most recent data?

Thank you for your attention to this important matter. We respectfully request your response by August 12, 2010.

Sincerely,


Edward Markov


Joe Barton