

February 14, 2013

John Verdi
Director of Privacy Initiatives
Office of Policy Analysis and Development
National Telecommunications & Information Administration
U.S. Department of Commerce
1401 Constitution Avenue NW, Room 4725
Washington, D.C. 20230

Re: NTIA Privacy Multistakeholder Process

Dear Mr. Verdi:

The Electronic Transactions Association (“ETA”) supports the above-referenced multistakeholder process. A discussion regarding privacy in the mobile app era is important and necessary, and the ETA appreciates the transparency and inclusivity of the multistakeholder process thus far.

In response to your email dated February 5, 2013, the ETA does not object to the definition of “Financial Information” included in Section (II)(A) of the “Mobile App Voluntary Transparency Screens” document.

Sincerely,

A handwritten signature in black ink that reads "Mary Bennett" with a stylized flourish at the end.

Mary Bennett
Director, Government and Industry Relations