



November 7, 2007

The Honorable Patrick Leahy
Chairman
Committee on the Judiciary
United States Senate
Washington, DC 20510

The Honorable Arlen Specter
Ranking Member
Committee on the Judiciary
United States Senate
Washington, DC 20510

Re: IAB's Comments on the Identity Theft Enforcement and Restitution Act of 2007 (S. 2168)

Dear Chairman Leahy and Ranking Member Specter:

The Interactive Advertising Bureau ("IAB") would like to commend you on the introduction of S. 2168, the "Identity Theft Enforcement and Restitution Act of 2007," and congratulates the Committee on the Judiciary ("Committee") for reporting favorably this legislation. We appreciate your attention to the important issues of combating identity theft and the proliferation of malicious spyware, and support the approach taken in this legislation.

Founded in 1996, the IAB represents more than 300 leading interactive companies that are actively engaged in, and support the sale of, interactive advertising. Our members include Yahoo, AOL, MSN, Google, Forbes.com, New York Times Digital, CNET Networks, and others. IAB members are responsible for selling more than 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates the advertising industry regarding the use of interactive advertising.

We opened a Washington, D.C. office this year to oversee regulatory matters, legislative affairs, and public policy initiatives that affect the interactive advertising industry. We look forward to working with this Committee as it considers the important issues surrounding Internet security, privacy, and e-commerce.

Identity theft is estimated by the Federal Trade Commission to affect 9 million Americans each year. In addition, malicious, downloadable software, also known as spyware, can be used to facilitate identity theft by criminals. The threat of having their identities stolen and the proliferation of spyware can erode consumers' confidence in the online medium and undermines legitimate advertising and e-commerce practices. We support your approach, which appropriately targets illegitimate conduct and provides government enforcement entities with the necessary tools and resources to bring these criminals to justice. The language passed by the Committee strikes the appropriate balance between the need for effective law enforcement and protection of legitimate industry practices.



We hope that this important piece of legislation will be considered by the full Senate in an expeditious manner. Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, which appears to read 'Randall Rothenberg', is positioned below the word 'Sincerely,'.

Randall Rothenberg
President and CEO
The Interactive Advertising Bureau

cc: Members of the Senate Committee on the Judiciary