

From: "Rosenthal, Noga" <Noga.Rosenthal@247realmedia.com>
Subject: RE: Expression of Interest: W3C Workshop on Web Tracking and User Privacy
Date: 18 April 2011 20:30:12 GMT+02:00
To: Thomas Roessler <tlr@w3.org>
Cc: "team-privacyws-submit@w3.org" <team-privacyws-submit@w3.org>
▶ 2 Attachments, 2.6 KB

To the World Wide Web Consortium (W3C):

24/7 Real Media, Inc. provides digital marketing solutions for advertisers and publishers through its award-winning ad management platform, Open AdStream®, and the Global Web Alliance, which consists of high quality publisher websites.

24/7 Real Media, Inc. is firmly committed to protecting the privacy of Internet users and fostering user confidence in the Internet. We are dedicated to following the [Code of Conduct](#) of the [Network Advertising Initiative \(NAI\)](#), of which we are a member. We are also members of other self-regulatory organizations, including the Interactive Advertising Bureau, both in the US and the UK.

24/7 Real Media's commitment to user privacy make us a material stakeholder in the discussion regarding the delivery of online behavioral advertising and user privacy. Therefore, we would like to participate in the W3C Workshop on Web Tracking and User Privacy.

Regards,
Noga Rosenthal



Noga Rosenthal > Corporate Counsel
T: +1.212.231.7265; F: +1.212.760.2811
noga.rosenthal@247realmedia.com

24/7 Real Media, Inc., A WPP Company
132 West 31st Street - 9th Floor
New York, NY 10001

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www.247realmedia.com