

From: "Tanya Tan" <tan@valueclick.com>
Subject: ValueClick, Inc.'s Position Paper to Participate in WC3 Workshop on Web Tracking and User Privacy 4/28-4/29
Date: 1 April 2011 03:08:39 GMT+02:00
To: <team-privacyws-submit@w3.org>
Cc: "Scott Barlow" <sbarlow@valueclick.com>, "Peter Wolfert" <pwolfert@valueclick.com>
Archived-At: <<http://www.w3.org/mid/CDA2F765A586124DAD93C09E110B79A902266F85@LA-EXCLUST01.corp.valueclick.com>>

To the World Wide Web Consortium (W3C) -

ValueClick, Inc. is one of the world's largest and most comprehensive online marketing service companies and was most recently named by Paid Content as #31 of the 50 most successful digital companies in the United States (see <http://paidcontent.org/list/page/the-most-successful-digital-companies/P34/>).

We have been a participant in the online advertising space for thirteen years and have four primary business segments - Affiliate Marketing, Media, Owned & Operated Websites and Technology. In the affiliate marketing space, our Commission Junction is a global leader in the online advertising channel for affiliate marketing. In the media space, ValueClick Media was founded in 1998 and was among the first online advertising networks and an early pioneer of performance-based pricing models. In the owned and operated website space, we have multiple website properties including www.smarter.com, www.couponmountain.com and our most recent acquisition, www.investopedia.com. In the technology space, we have Mediaplex, Inc. that offers cross-channel advertising technology and service solutions, including ad serving services.

We understand the importance of data privacy and have committed significant resources towards embedding privacy in our organization through our active participation in self-regulatory organizations such as the Network Advertising Initiative (NAI), the Interactive Advertising Bureau (IAB) and Internet Advertising Sales Houses (IASH). As such, our large and diverse role in the online advertising marketplace and our commitment to user privacy make us a material stakeholder in the discussion regarding web tracking and user privacy (April 28-29) and we would like to be a participant in such workshop.

Please let us know if you have any questions. Thank you.

Tanya M. Tan
Assistant General Counsel and VP, Privacy & Legislative Affairs
ValueClick, Inc.
30699 Russell Ranch Road, Suite 250, Westlake Village, CA 91362
phone: 818.575.4739 | fax: 818.575.4904
email: ttan@valueclick.com

This email and any files included with it may contain privileged, proprietary and/or confidential information that is for the sole use of the intended recipient(s). Any disclosure, copying, distribution, posting, or use of the information contained in or attached to this email is prohibited unless permitted by the sender. If you have received this email in error, please immediately notify the sender via return email, telephone, or fax and destroy this original transmission and its included files without reading or saving it in any manner. Thank you.