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# The Scoop on Permacookies; AdNauseam Aims To Turn Ad-Blocking Into Protest

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*Forbes'* Kashmir Hill follows up on reports this week that Verizon and AT&T are using so-called “permacookies” capable of tracking users. Security consultant Kenn White said, “For a lot of people, their smartphone carrier is their data provider. This is the ISP. I’m amazed we’re not seeing more of a response from the enterprise world.” Hill talks with Verizon Senior Privacy Officer Kathy Zanowic and AT&T’s Mark Siegel. Meanwhile, technologists have developed a Firefox browser extension called **AdNauseam** that aims to turn ad blocking into a form of protest. The extension clicks on online ads that are blocked by Adblock instead of ignoring them. One of its developers said “it is not advertising we are protesting but advertising insofar as it represents a dominant means of tracking.”

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#### Jourová on the Challenges to Safe Harbor 2.0

In her second address of the EU Parliament’s LIBE Committee in the post-Safe Harbor era, European Commissioner Vera Jourová said there are agreements “in principle” already in place with the U.S. Department of Commerce on a new version of Safe Harbor—but, Sam Pfeifle reports for The Privacy Advisor, a number of critical negotiating points remain. Jourová said there have already been “several meetings at a technical level” between the Commission and the U.S. Those expecting a quick announce... [Read more](#)

#### All the Safe Harbor Answers: Part 2

Within hours of the European Court of Justice (ECJ) ruling on Safe Harbor earlier this month, more than 2,500 privacy professionals registered to join an IAPP web conference featuring initial reactions—and the IAPP received dozens of questions about next steps. In this exclusive for The Privacy Advisor, the second installment of a seven-piece series featuring answers to those questions from world-renowned privacy professionals, Hogan Lovells' Eduardo Ustaran, CIPP/E, a member of the IAPP G... [Read more](#)

#### Safe Harbor, Directive 95/46 and the “Lindqvist Loophole”

Following the European Court of Justice's (ECJ's) decision on Safe Harbor on October 6, Denis Kelleher writes in this exclusive for The Privacy Advisor, “Fevered discussions of other exceptions, such as binding corporate rules and contracts, has followed.” What is missing from the debates, he explains, “is discussion of the Lindqvist Loophole.” Kelleher writes, “The CJEU made clear in 2003 that the EU's Directive 95/46 did not properly anticipate the global Internet ... Directive 95/46 could not a... [Read more](#)

#### Santalesa: Is This the Definitive Guide?

There's no shortage of guidelines for security—from across industry and the public and private sectors—but last week, a new set of guidelines was released by a partnership between the New York Stock Exchange, Palo Alto Networks, Georgia Tech, the Internet Security Alliance and the Security Roundtable. Weighing in at 355 pages, “Navigating the Digital Age: The Definitive Cybersecurity Guide for Directors and Officers” has a lot to say. Yet, Smart Edge Law's Rich Santalesa, CIPP/US, as... [Read more](#)

#### FTC Joins Seven International DPAs To Bolster Cooperation

The U.S. Federal Trade Commission (FTC) has announced a partnership with seven international data protection authorities (DPAs) and launched an information-sharing system to help the agencies “better coordinate international efforts in protecting consumer privacy,” according to an FTC press release. The seven partners joining the FTC in the new Global Privacy Enforcement Network (GPEN) Alert system include DPAs from Australia, Canada, Ireland, The Netherlands, New Zealand, Norway and the UK. “To... [Read more](#)

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