

Asia-Pacific Economic Cooperation

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General Issues for Information Privacy in E-Commerce

Purpose: Information Submitted by: Warner Bros. Online



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General Issues for Information Privacy in E-Commerce

Michael Lewis

VP, General Counsel and CPO

Warner Bros. Online



Respecting the privacy rights of individuals while encouraging economic growth and development



The Global Marketplace

- Methods and touch-points for data collection are evolving
- Distribution territories do not match political borders
- Customers are best served by easy but safe cross-border data flow



- Good privacy is good business
- Policy + Technology = Good Privacy
- Consumers respond to transparency, simplicity and control

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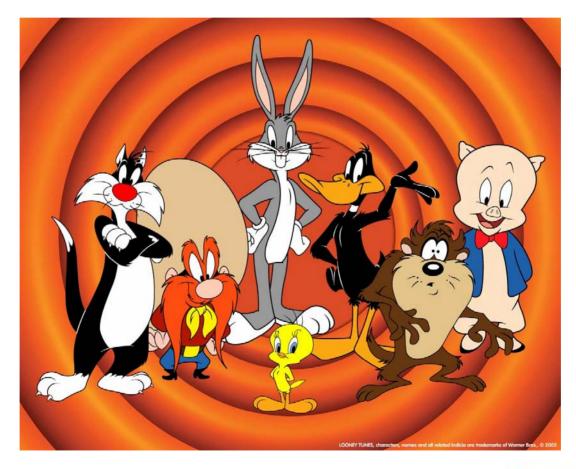
Benefits of Principles

- Flexible and proportionate requirements lead to better products and services
- Principles can be applied to changing technologies
- Privacy becomes integral to the business





That's All, Folks!



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Michael Lewis

VP, General Counsel and CPO Warner Bros. Online michael.lewis@warnerbros.com

