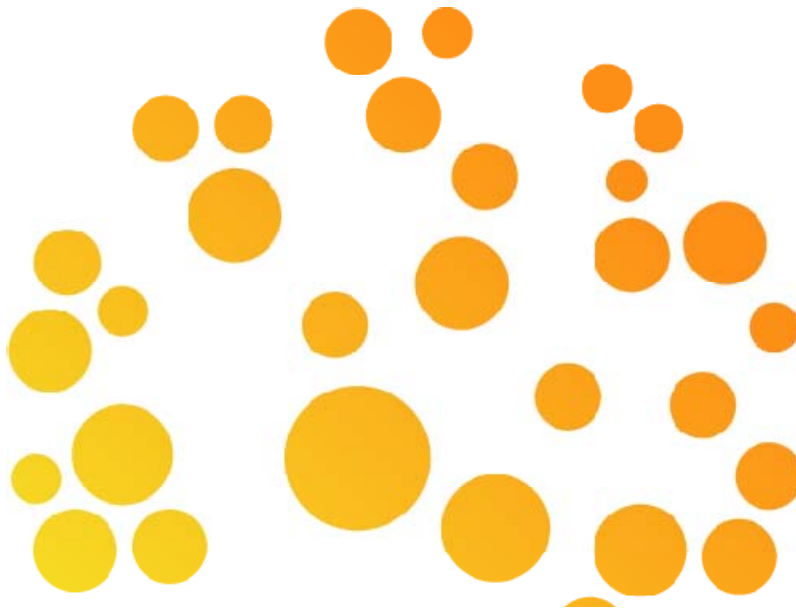




## Position on Do-Not-Track



*April 28, 2011*

A digital marketing technology company that brands, agencies and publishers depend on to discover, reach and retain their ideal audiences.

700+ Customers



HSBC



Leading Agency Partners



DIGITAS



OMD



Experienced  
Management Team



Bozell



double  
click



SONY



# PreferenceCentral: Multi-Channel Preference Management

shopping bag (0)

sign in | my account | customer service

for the home bed & bath women men juniors kids beauty & fragrance shoes handbags & accessories jewelry & watches sale

### My Communication Channels

Select and activate any of the given channels to receive communications [what's this?](#)

|                      |          |                                                 |                                                                        |                           |
|----------------------|----------|-------------------------------------------------|------------------------------------------------------------------------|---------------------------|
| EMAIL ALERTS         | Active   | Delivers to estark@datranmedia.com              | <input checked="" type="radio"/> HTML <input type="radio"/> Plain Text | <a href="#">edit</a>      |
| MOBILE SMS ALERTS    | Active   | Delivers to 222.333.4444                        |                                                                        | <a href="#">edit</a>      |
| DIRECTMAIL ALERTS    | Inactive | <a href="#">activate</a>                        |                                                                        |                           |
| RELEVANT ADVERTISING | Active   | Would You Like to Receive Tailored Advertising? | YES  NO                                                                | <a href="#">more info</a> |

### My Categories

Select categories you like in order to customize your communications sent to you [what's this?](#)

▼ For the Home

▼ Bed & Bath

► Women

▼ Men

▼ Beauty

Dresses

Tops

Sweaters

Coats

Jeans

Lingerie

Skirts

### My Subscriptions

For delivery of selected newsletter/subscription to a given channel, click channel icon(s) to make your selection [what's this?](#)

| TITLE                     | DESCRIPTION                                                                                                             | FREQUENCY | ACTIVE CHANNELS |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------|-----------------|
| New Styles for the Season | Get the scoop on new styles by the top designers to keep your wardrobe fresh                                            | Weekly    |                 |
| Special Events Near You   | Special events are always happening at Macy's, from special promotions to product launches. Be among the first to know. | Monthly   |                 |
| Special Sales and Coupons | Receive special coupons and offers for online and in-store sales events                                                 | Weekly    |                 |

# The Goal of Do-Not-Track should be to Provide Meaningful Choices

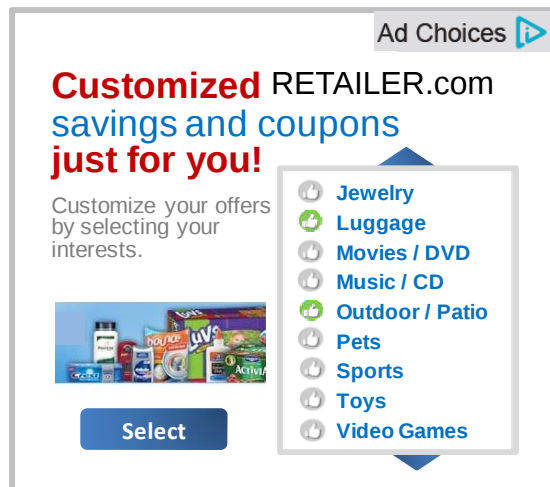
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The Do-Not-Track header succeeds because it:

- is a communication tool rather than a technical blocking solution
- balances the interests of consumers and the needs of businesses
- is technically simple
- enables technologies to respond in a manner that maintains the desired consumer experience
- will encourage marketplace innovation in consumer choice

# What is PreferenceCentral? An example of innovation in choice

A consumer preference management platform for marketers that enables brand-level choices instead of network-level choices.



Consumer can opt-in to more customized ads

Consumers can opt-out of marketers (not just networks)

