



cc: J. Clark  
Laura Mazzarella

**Lars Nyberg**  
Chairman & Chief Executive Officer

January 7, 2000

Robert Pitofsky, Chairman  
Federal Trade Commission  
600 Pennsylvania Avenue, N.W.  
Washington, DC 20580

Dear Chairman Pitofsky:

I am writing regarding your recent announcement of the Commission's establishing an Advisory Committee on Online Access and Security. I would like to commend you and your fellow commissioners for your continued leadership in ensuring consumers' ability to protect their personal data in our increasingly information-rich society.

I would also like to underscore NCR's interest in assisting the Commission, as indicated in our enclosed letter of recommendation of Peter Reid. NCR has gone beyond many information technology companies by "walking the walk," i.e., we have done more than advocate data protection policies; we have developed the product set to enable this protection. In addition to working with your staff on data protection policies, NCR (through its Privacy Center of Expertise) has aggressively worked with European Data Protection Ministries to ensure their understanding that technology is not the antithesis to personal data protection. We have been extremely successful in these endeavors in establishing that technology solutions can actually provide stronger protection than consumers currently experience.

NCR looks forward to Peter Reid, Director of our Privacy Center of Expertise, being appointed to the Committee and to assisting the Commission in its considerations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lars Nyberg', is written over a horizontal line.

Lars Nyberg

Enclosure



*Philip D. Servidea*  
*Vice President*  
*Government Affairs*

January 5, 1999

Secretary, Federal Trade Commission  
Room H-159  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

**RE: Advisory Committee on Online Access and Security – Nomination (P004807)**

NCR Corporation commends the Commission on its decision to form this Advisory Committee to make recommendations regarding providing on-line consumers access to personal information on them and the security of this information.

NCR nominates Mr. Peter Reid, Vice President and Director of NCR's Privacy Center of Expertise, to serve as a Committee Member. Both NCR and Mr. Reid have experience and expertise that will provide both policy and technical insights to the Commission's ultimate deliberations.

As the largest supplier of business knowledge solutions to on-line and off-line companies worldwide, NCR has provided thought leadership in protection of personal data collected through Internet and other consumer touchpoints. One company ad slogan captures NCR's perspective on the role of privacy protection: "If you want your customers' trust, you have to respect your customers' privacy." NCR has provided industry leadership as a charter member of the On-Line Privacy Alliance. More importantly, NCR has provided policy and technical leadership to its Internet and off-line customers through the formation of our Privacy Center of Expertise that consults with business customers on means to build data protection in their consumer operations. The NCR Privacy Center of Expertise has consulted with government policy-makers and with business clients worldwide over the past two years.

NCR strongly believes that profitability of consumer businesses and their providing strong data protection are not mutually exclusive. To the contrary, the only consumer businesses that will succeed in the future are those that provide consumers total control over the use of their personal data. We are providing forward-thinking businesses with the technologies to deliver on this promise.

The Commission's specific interest in providing consumers access to data collected on-line will reveal that the personal data quickly leaves the "on-line environment" and is assimilated into business knowledge systems, or data warehouses and data mining software. NCR has developed software solutions that enable consumer views into proprietary databases, the repositories of consumer information.

Peter Reid, Director of the NCR Privacy Center of Expertise, has considerable experience in developing and deploying large networked solutions for our customers in many parts of the world. In the last few years, Internet based solutions have increasingly been his focus. With many years of product management, development and marketing for the U.S. and European financial services industry, Peter has long been exposed to requirements for data protection and security. (A more detailed biographical sketch is included.)

Thank you for your consideration of our nominee. NCR looks forward to contributing to the Commission's consideration of policies that will ensure consumer confidence and assure U.S. leadership in consumer markets.

Please contact Phil Servidea of NCR's Government Affairs office in Washington regarding Peter's nomination. He can be reached at 202-312-1110 or [phil.servidea@ncr.com](mailto:phil.servidea@ncr.com).

Sincerely,

Philip D. Servidea

Attachment

**Peter J. Reid**  
**Vice President and Director, Privacy Center of Expertise**  
**NCR Corporation**

- Personal:** Native of Edinburgh, Scotland  
Nationalities: British and Canadian, Permanent Residence status in the United States,  
having lived here for a total of 13 years  
Graduate of University of Sussex, England
- Current:** Vice President and Director of NCR Privacy Center of Expertise. Advises NCR business customers on incorporating personal data protection capabilities into business knowledge solutions. Coordinates the development of personal data protection capabilities into NCR's Internet and off-line solutions, including data warehouses, self-service kiosks and other self-service solutions.
- Former:** Vice President, Banking Industry and Architecture Consulting.  
In this role Peter was the privacy "champion" within NCR's financial industry line of business and drove privacy enhancements into all of the financial industry solution roadmaps.
- Assistant Vice President, Product Management and Marketing – Financial Solutions Group
- Assistant Vice President, Network Products, NCR Europe Group
- Assistant Vice President, Strategic Marketing