

4 January 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*

Dear Sir/Madam:

This letter is to place my name in nomination for the Federal Trade Commission's Advisory Committee on Online Access and Security. A CPA by background, I direct the Technology Policy Group of OSC, the Ohio Supercomputer Center. The Technology Policy Group (TPG) provides independent advice and counsel to Ohio's government, legislature, business community and universities on issues such as privacy, security, data sharing and e-commerce deployment in industry and state government applications. In the past two years, TPG has:

- Convened the **Business Privacy Forum**, a first-ever statewide conference focused on an emerging issue of concern to Ohio industry. It attracted nationally recognized speakers, over 100 industry attendees from 6 states, and was sponsored by numerous private, public and university groups. A second conference in the series will be held on November 29, 2000, with proceedings to be televised on a major news network. (See www.osc.edu/policy/techseries/)
- Launched **ECom-Ohio**, a statewide leadership effort to measure the state's readiness for global electronic commerce, with involvement from over 20 Ohio companies in manufacturing, information technology, healthcare, retail and financial services. The effort has garnered national and international attention as we are assessing our state's performance against benchmarks established by a national technology leadership group, the Computer Systems Policy Project. (See www.ecom-ohio.org)
- Built an authoritative database of **digital authentication** (PKI) initiatives, pilot projects, technologies and legislation for the United States. (See www.states.org)
- Provided guidance to the Ohio Department of Administrative Services on establishing standards for the **State of Ohio's internet-intranet enterprise architecture**, including a significant focus on privacy and security issues. (See www.state.oh.us/das/dcs/opp/)

My presence on the Advisory Committee would provide three major strengths to your consideration of privacy and security issues.

(1) A perspective from the heartland. I will bring a perspective from a heartland state where the transformation to an information driven economy has been somewhat slow to emerge, although many “bricks and mortar” retailers, manufacturers and distributors are developing an online presence. Many Ohio firms and consumers are only now becoming familiar with the tremendous potential of web-based tools to both achieve marketing objectives and invade personal privacy. As the Committee designs effective incentive mechanisms to protect privacy while meeting business goals, the interests of these newly emerging businesses and net consumers must be kept in mind.

(2) A viewpoint grounded in data now being collected in Ohio by TPG on internet business practices and citizen preferences. My perspective will be strongly grounded in actual real-time data from the business and citizen survey data we are collecting now for ECom-Ohio, such as the privacy policies of over 1600 web sites owned and operated by Ohio businesses. From our early data, it is clear that for Ohio’s citizens, pragmatic, simple, workable solutions to public concerns with privacy and security are the only way to overcome critical barriers to universal access, usage and reliance on the network. Thus, I believe that the work of the Advisory Committee is crucial to releasing what will be a new engine of innovation for America’s economy.

(3) A practitioner’s understanding of how to implement workable policy solutions dedicated to advancing new technologies in the marketplace. As former Governor Celeste’s advisor on economic development issues, I have developed a strong, practical approach to implementing policies within a state government’s executive branch, regulatory agencies, legislature and judiciary. (See www.osc.edu/policy/jps.html)

Please feel free to contact me should you have any further questions at 614-292-5691 or sabety@osc.edu.

Many thanks for your consideration.

Yours truly,

J. Pari Sabety
Director
Technology Policy
Ohio Supercomputer Center