Comcast Cable
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Philadelphia, PA 19103-2838

August 8, 2008

The Honorable John D. Dingell
Chairman
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515-6115

The Honorable Joe Barton
Ranking Member
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515-6115

The Honorable Edward J. Markey
Chairman
Committee on Energy and Commerce
Subcommittee on Telecommunications
and the Internet
United States House of Representatives
Washington, DC 20515-6115

The Honorable Cliff Stearns
Ranking Member
Committee on Energy and Commerce
Subcommittee on Telecommunications
and the Internet
United States House of Representatives
Washington, DC 20515-6115

Dear Chairman Dingell, Ranking Member Barton, Chairman Markey, and Ranking Member Stearns:

On behalf of Comcast Cable Communications Management, LLC ("Comcast"), I am responding to your letter dated August 1, 2008 to Brian Roberts asking whether Comcast engages in certain data collection practices to tailor Internet advertising based on a consumer's Internet activity. Comcast takes customer privacy very seriously, and the company makes every effort to ensure that its practices comply with all applicable laws. Please see our specific responses to your questions below, and please know that we are available to work with you and your Committee staff to ensure that you have the information you need on this important matter.

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1. Has your company at any time tailored, or facilitated the tailoring of, Internet advertising based on consumers' Internet search, surfing, or other use?

Comcast has not used, nor has it authorized others to use, its facilities as an Internet service provider to tailor or facilitate the tailoring of Internet advertising to its Comcast High-Speed Internet customers.

Like most enterprises, Comcast and its affiliated companies also provide websites for customer use and some of those sites provide advertising and web search features. If the Committee would like more information about these websites, we would be pleased to submit additional information.

2. **Please describe the nature and extent of any such practice and if such practice had any limitations with respect to health, financial, or other sensitive personal data, and how such limitations were developed and implemented.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

3. **In what communities, if any, has your company engaged in such practice, how were those communities chosen, and during what time periods was such practice used in each? If such practice was effectively implemented nationwide, please say so.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

4. **How many consumers have been subject to such practice in each affected community, or nationwide?**

   Comcast does not engage in this practice as indicated in our response to Question #1.

5. **Has your company conducted a legal analysis of the applicability of consumer privacy laws to such practice? If so, please explain what that analysis concluded.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

6. **How did your company notify consumers of such practice? Please provide a copy of the notification. If your company did not specifically or directly notify affected consumers, please explain why this was not done.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

7. **Please explain whether your company asked consumers to "opt in" to the use of such practice or allowed consumers who objected to "opt out." If your company allowed consumers who objected to opt out, how did it notify consumers of their opportunity to opt out? If your company did not specifically or directly notify affected consumers of the opportunity to opt out, please explain why this was not done.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

8. **How many consumers opted out of being subject to such practice?**

   Comcast does not engage in this practice as indicated in our response to Question #1.

9. **Did your company conduct a legal analysis of the adequacy of any opt-out notice and mechanism employed to allow consumers to effectuate this choice? If so, please explain what that analysis concluded.**

   Comcast does not engage in this practice as indicated in our response to Question #1.

10. **What is the status of consumer data collected as a result of such practice? Has it been destroyed or is it routinely destroyed?**

    Comcast does not engage in this practice as indicated in our response to Question #1.

11. **Is it possible for your company to correlate data regarding consumer Internet use across a variety of services or applications you offer to tailor Internet advertising? Do you do so? If not, please indicate what steps you take to make sure such correlation does not happen. If you do engage in such correlation, please provide answers to all the preceding questions with reference to such correlation. If your previous answers already do so, it is sufficient to simply cross-reference those answers.**

    Comcast does not correlate data regarding Comcast High-Speed Internet customer use across services or applications that we offer to tailor Internet advertising. Furthermore, Comcast does not currently have the technology to make this kind of data correlation.

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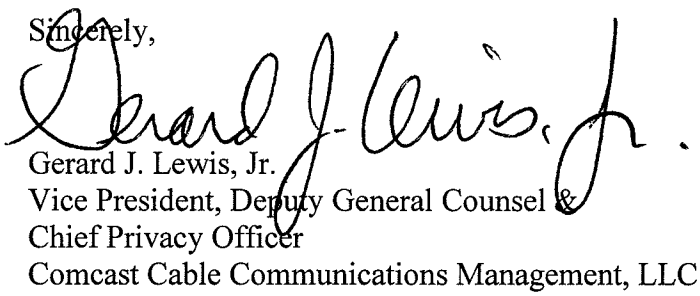
Thank you again for writing and please let us know if you have any further questions or if you would like additional information regarding our privacy practices.

Sincerely,



Gerard J. Lewis, Jr.
Vice President, Deputy General Counsel &
Chief Privacy Officer
Comcast Cable Communications Management, LLC