

TABLE OF CONTENTS

Executive Summary.....	i
Acknowledgements.....	ii
Table of Contents.....	iii
List of Figures.....	v
1. Introduction	
1.1 Project Background and Motivation.....	1
1.2 Project Goals and Objectives.....	1
1.3 Project Execution Framework and Methodology.....	1
1.4 Report Organization.....	2
2. Information Gathering	
2.1 Literature Review.....	2
2.1.1 Data Collection.....	2
2.1.2 Literature Review.....	2
2.1.3 Compilation of Findings.....	3
2.2 Interview Matrix.....	3
3. Analysis	
3.1 What Information is Collected?.....	4
3.1.1 Personally Identifiable Information.....	5
3.1.2 Anonymous Demographic Information.....	5
3.1.3 Computer Hardware and Software Information.....	6
3.2 How is the Information Collected?.....	6
3.2.1 Cookies.....	6
3.2.2 Forms.....	7
3.2.3 Clear GIFs.....	7
3.2.4 Panels of Participants.....	7
3.2.5 Software Tools.....	8
3.3 How is the Information Used?.....	8
3.3.1 Cross-Industry Uses.....	8
3.3.2 Industry-Specific Uses.....	10
4. Insights	
4.1 Trends and Best Practices.....	12
4.1.1 Trends in eMarketing.....	12
4.1.2 Best Practices of Consumer Data Usage.....	13
4.2 Future Outlook.....	15
4.2.1 Advertising Trends.....	15
4.2.2 Self Regulation.....	16
4.2.3 Legislative Action.....	18
5. Conclusion.....	19

Appendix A – Project Execution Plan	21
Appendix B – Technology Vendor and Infomediary Interview Questions	22
Appendix C – Interview Matrix	23
Bibliography.....	32

LIST OF FIGURES

Figure 1: Interview Matrix

Figure 2: Illustration of form used for collecting information about users at Yahoo.com.