**FCC Broadband Privacy Rules Thrown Out by Senate**

The Senate has scrapped the Federal Communication Commission's broadband privacy rules, which required providers to gain consumer permission before selling consumer data to advertisers. "This is an important victory for all who benefit from the data-driven marketing economy, including tens of thousands of businesses and nonprofit organizations and hundreds of millions of consumers," the Data & Marketing Association's Emmett O'Keefe said.

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<https://adexchanger.com/data-exchanges/senate-kills-off-fcc-privacy-regulations/>