**Americans United In Desire For Online Privacy Protection**

Some 75% of US adults don't favor their online data being utilized to enhance ad relevancy and most individuals favor a single nationwide online privacy law, according to Internet Innovation Alliance research. "The views of millennials are remarkably aligned with older adults on data privacy issues," says Rick Boucher, IIA's honorary chairman, adding, "Americans of all ages want Congress to act by crafting a single, nationwide framework for safeguarding their online personal information."

***Multichannel News 7/30/19***

[***https://www.multichannel.com/news/survey-says-millennials-dont-like-trading-data-for-relevant-ads***](https://www.multichannel.com/news/survey-says-millennials-dont-like-trading-data-for-relevant-ads)

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