ITIF submitted comments in response to the National Telecommunications and Information Administration’s (NTIA) request for comment (RFC) on the administration’s approach to advancing consumer privacy while protecting prosperity and innovation. The U.S. Department of Commerce, through the leadership of the NTIA, is seeking to determine the best path forward for a U.S. privacy framework that both protects individual’s privacy and fosters innovation. Achieving this balanced level of privacy regulation is crucial because overly strict rules will not only do little to increase user trust, but will limit digital innovation, raise costs, and limit consumer choices, thereby actually reducing technology use relative to more balanced rules. Given that U.S. consumers enjoy a wealth of free or low-cost Internet services because of an effective U.S. ad-market where businesses and consumers mutually benefit from the choice to share data, it is incumbent on the NTIA to get its proposal right to ensure society can continue to use data for the benefit of all. ITIF supports the NTIA’s efforts to start a dialogue on a meaningful, innovation-friendly U.S. privacy framework and welcomes the opportunity to provide input on this important topic.