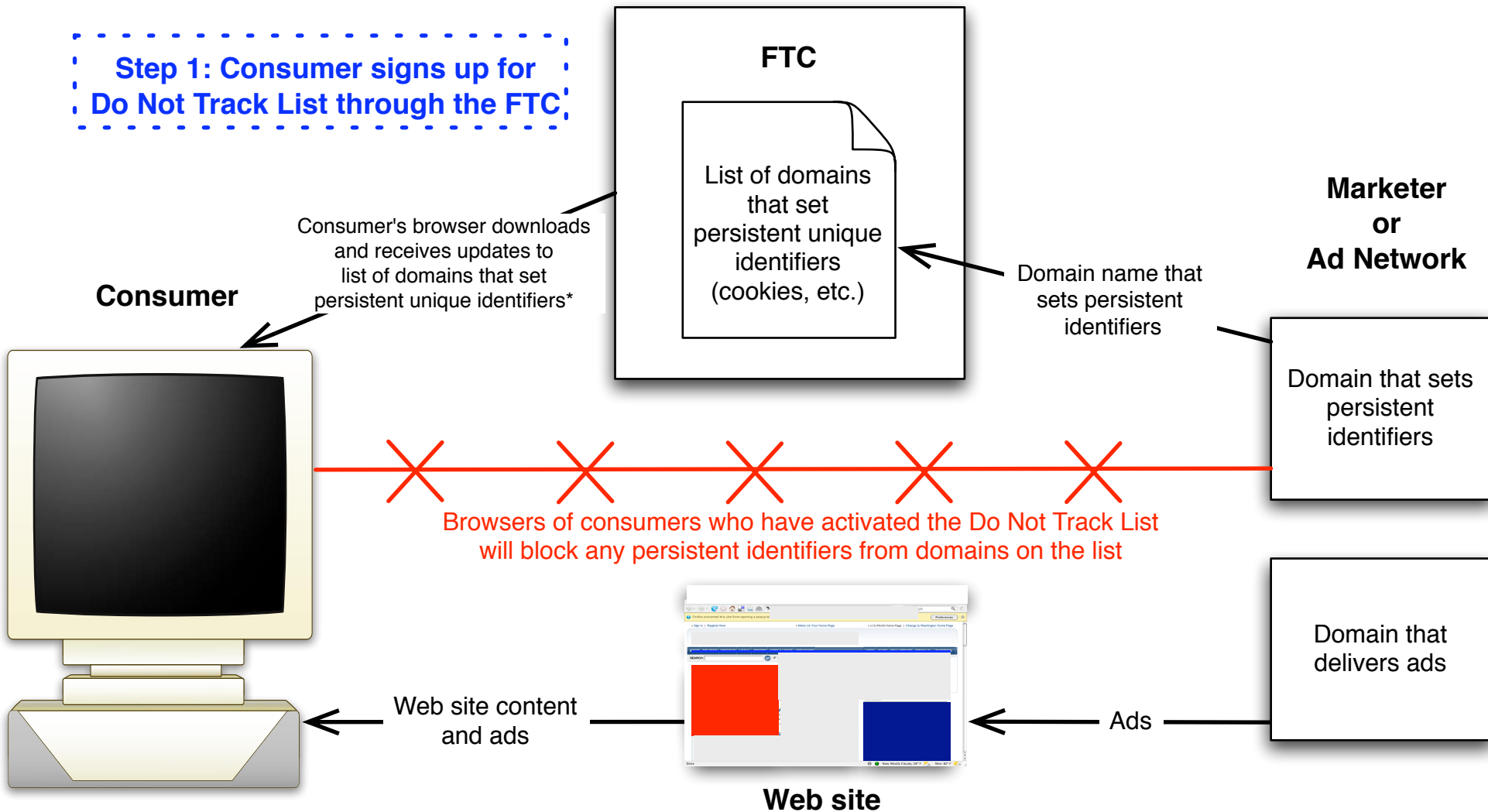


# Operation of the Do Not Track List

**Step 1: Consumer signs up for Do Not Track List through the FTC**



**Step 2: Consumer visits Web site containing advertising**

\*Consumers may have to download a browser upgrade, plug-in, or extension in order for the Do Not Track List to work for them.