^{1 /}D C , F. .C. F № .071-0170, Set m t Fe e & Set C mm (D .20, 2007),

B. DoubleClick's Recent Entry into the Intermediation Market

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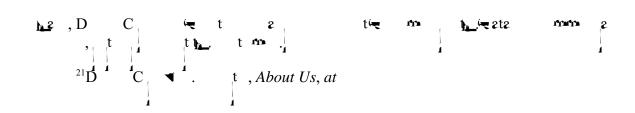
See infra 2 5 et seq.

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B. Future Approach to Data Mergers

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 $^{26} F$ CM $_{\mbox{\tiny 4}}$ 2 , FTC Staff Proposes Online Behavioral Advertising Privacy Principles (D $\,$. 20, 2007), available at

²⁹See, e.g., F CM & ChoicePoint Settles Data Security Breach Charges; to Pay \$10 Million in Civil Penalties, \$5 Million for Consumer Redress (2 . 26, 2006), available at