

KEEP MOZILLA FROM HIJACKING THE INTERNET.



Finding stuff you're interested in on the Internet is easy these days. That's because advertisers can tailor ads to specific interests through the responsible and transparent use of cookies.

But Mozilla wants to eliminate the same cookies that enable advertisers to reach the right audience, with the right message, at the right time. Mozilla claims it's in the interest of privacy. Truth is, we believe it's about helping some business models gain a marketplace advantage and reducing competition. Right now consumers have control over whether they receive interest-based ads through the Digital Advertising Alliance's self-regulatory program.

It appears that Mozilla wants to be "judge and jury" for business models on the Net.

If cookies are eliminated, it is clear to us that consumers will get a less relevant and diverse Internet experience.

Send an email to StopMozilla@aboutads.info to tell Mozilla you don't want them hijacking cookies on the Internet.

FREE TO MAKE
YOUR OWN
PRIVACY CHOICES.



DIGITAL
ADVERTISING
ALLIANCE

