**Internet Policy Memorandum**

Name

Institution

Date

**Internet-Privacy Policy Memorandum**

To: (Name)

From: (Name)

Date: 8/5/2021

Re: Regulation of Emerging Technologies Policy Recommendations

The U.S has been a global leader in the technological field. Global leadership in such areas comes with its costs, which has been the rising number of privacy breaches in the country. Digital footprints are all over, and the breaches have wreaked havoc in society and diverse organizations (Cameron, 2020). Citizens need to feel protected even when it relates to internet privacy. There have been several cases where the citizens' data was exposed, magnifying internet privacy issues. These include the Snowden files revelations, the Equifax data breach, and the Cambridge Analytica scandal. This has then led to a scrutiny of the current policies that govern internet-related privacy. The significant gap revealed from an analysis of the current policy environment is the lack of a unified federal law that would regulate emerging technologies. Emerging technologies pose a considerable challenge to the subject of internet privacy policies as they allow a range of operations in an unregulated environment.

The regulation of emerging technologies will be an all-encompassing policy seeking to protect data privacy. This includes all the data collected even in the newest strategies as innovation continues to take first place in the technology world. Regulatory measures will also encompass issues such as the re-sale of information to third parties. The current policies have gotten various data recipients to work around the rules to sell information to third parties even without disclosing the clientele. As such, citizens have found their data revealed by parties they thought would never be able to access the same information (Nyoni et al., 2020). Regulatory measures will also show that there are minimal directly conflicting rules as the federal law will take precedent whenever there are any conflicts between state and federal laws. That is usually the primary purpose of having a unified federal law. The regulation of emerging technologies and the internet privacy-related issues that they bring forth is thus the best option in reducing and eliminating this menace in society.

**References**

Cameron, Kerry, John, Morris, Caitlin, T., & Turner Lee. (2020). *Bridging the Gaps: A path Forward to Federal Privacy Legislation.* Retrieved from <https://www.brookings.edu/wp-content/uploads/2020/06/Bridging-the-gaps_a-path-forward-to-federal-privacy-legislation.pdf>

Nyoni, P., Velempini, M., & Mavetera, Nehemiah. (2020). Emerging Internet Technologies and the Regulation of User Privacy. *The African Journal of Information Systems*