



exploring  
privacy

# Bios

## Michael Altschul

Michael Altschul is the Cellular Telecommunications Industry Association's (CTIA) Senior Vice President and General Counsel. He is responsible for the Association's legal advocacy and CTIA's compliance with antitrust and other applicable laws. He is also an active participant in the development of the Association's public policy positions. Mr. Altschul joined CTIA in 1990 after serving with the Antitrust Division of the U.S. Department of Justice. Prior to that, he began his legal career as an attorney specializing in antitrust litigation with Simpson Thacher Bartlett in New York. During his ten-year stint at the Justice Department, he worked exclusively on communications matters, including the modification of final judgment and the GTE decree, as well as related Federal Communications Commission filings and telecommunications industry mergers and acquisitions. Mr. Altschul received a Bachelor of Arts in political science from Colgate University and a Juris Doctorate from the New York University School of Law.

## Kevin Bankston

Kevin Bankston is a senior staff attorney for the Electronic Frontier Foundation (EFF) and a fellow at the Stanford Law School Center for Internet and Society, specializing in free speech and privacy law with a focus on government surveillance, Internet privacy, and location privacy. Mr. Bankston regularly litigates issues surrounding location privacy and electronic

surveillance, and he is currently a lead counsel in EFF's lawsuits against the National Security Agency (NSA) and AT&T challenging the legality of the NSA's warrantless wiretapping program. Before joining EFF in 2003, he was the Justice Brennan First Amendment Fellow at the American Civil Liberties Union, where he litigated Internet-related free speech cases. He received his Juris Doctorate in 2001 from the University of Southern California and his Bachelor's degree from the University of Texas.

## Laura D. Berger

Laura Berger is a senior attorney in the Division of Privacy and Identity Protection at the FTC. She enforces federal laws that protect the privacy and security of consumers' information and works on related policy matters, including the impact of emerging technologies on consumer privacy. In addition, she was author of the Commission's Safeguards Rule, and has worked to develop educational materials to assist businesses to comply with that rule. Previously, Ms. Berger was an attorney with the Office of the General Counsel at the FTC. While at the FTC, she also served as an adjunct professor at Georgetown University, where she taught Women & the Law, among other courses. She received a Bachelor of Arts *cum laude* from Tulane University and a Juris Doctorate *cum laude* from the University of Michigan Law School.

### **Ellen Blackler**

Ellen Blackler is Executive Director of Public Policy at AT&T. She works on the development of public policy positions in the areas of privacy, access for people with disabilities, emerging services, rural broadband deployment, and health care. Prior to joining AT&T in 2003, she was Special Assistant to the Chief of the Wireline Competition Bureau at the Federal Communications Commission. She has also worked at the New York Public Service Commission and the New York State Legislature, where she worked on energy policy issues, consumer protection, and the development of competitive telecommunications markets.

### **Darren A. Bowie**

Darren Bowie is the Legal Director for North America at Nokia. His team negotiates contracts and licensing agreements with Nokia's customers and partners. He also manages intellectual property, litigation, and regulatory matters affecting Nokia's North American markets. Before joining Nokia, Mr. Bowie was Assistant General Counsel at AOL. Mr. Bowie also served in a number of positions at the FTC, including as legal advisor to Chairman Timothy J. Muris. He is a recipient of the FTC Louis D. Brandeis Outstanding Litigator Award. Mr. Bowie graduated from the University of Pennsylvania Law School and graduated with high honors from the College of William and Mary, where he was a member of Phi Beta Kappa.

### **Fred H. Cate**

Fred Cate is a distinguished professor, C. Ben Dutton Professor of Law, and Director of the Center for Applied Cybersecurity Research at Indiana University. He serves as co-editor of the Privacy Department of the Institute of Electrical and

Electronic Engineers' *Security & Privacy* and a member of BNA's *Privacy & Security Law Report* Advisory Board. He is a senior policy advisor to the Center for Information Policy Leadership at Hunton & Williams LLP and a member of Microsoft's Trustworthy Computing Academic Advisory Board, the Board of Advisors of TRUSTe, and the Board of Directors of The Privacy Projects. Professor Cate is President of the Phi Beta Kappa Society.

### **Lillie Coney**

Lillie Coney is Associate Director of the Electronic Privacy Information Center (EPIC), a public interest research organization in Washington, DC. Ms. Coney joined EPIC in 2004 to head up the organization's voting and privacy project. In 2005, she became Associate Director, and her work at EPIC expanded to include coalition development. She serves as the coordinator for the Privacy Coalition, an EPIC project. The Privacy Coalition has over forty organizations and affiliates, representing a broad political spectrum, committed to freedom and privacy rights. Ms. Coney has coordinated several major Internet privacy advocacy efforts; most notable are the *Report on e-Deceptive Campaigns 2008*, *Stop REAL ID Campaign*, *Stop Digital Strip Searches*, and *Smart Grid and Privacy* efforts.

### **Chris Conley**

Chris Conley is the Technology & Civil Liberties Fellow at the American Civil Liberties Union (ACLU) of Northern California, where he focuses on the intersection of privacy, free speech, and emerging technologies. He started out on the technology side, earning a Bachelor's degree *summa cum laude* in electrical engineering from the University of Michigan and a Master's degree in computer science from MIT, and spending several years as a software

developer and consultant. He later received his Juris Doctorate *cum laude* from Harvard Law School, where he was Editor-in-Chief of the *Harvard Journal of Law & Technology*. Prior to joining the ACLU in September 2008, he was a resident fellow at the Berkman Center for Internet & Society at Harvard University, where he studied international Internet censorship and surveillance.

### [Alissa Cooper](#)

Alissa Cooper is the Chief Computer Scientist at the Center for Democracy and Technology. Her work focuses on a range of issues including consumer privacy, network neutrality, and technical standards. She conducts research into the inner workings of common and emerging Internet technologies, and seeks to explain complex technical concepts in understandable terms. Ms. Cooper has testified before Congress and the FTC and writes regularly on a variety of technology policy topics. She currently co-chairs the Geographic Location/Privacy Working Group (Geopriv) within the Internet Engineering Task Force, and she recently began doctoral studies at the Oxford Internet Institute.

### [Ian Costello](#)

Ian Costello is Vice President of Product Development for LivingSocial. LivingSocial is a social discovery and cataloging network that allows people to review and share their favorite movies, books, games, music, and restaurants. LivingSocial also interfaces seamlessly with application platforms such as Facebook and the iPhone to provide these interest-based experiences to social audiences. Prior to joining LivingSocial, he worked at Yodle, Inc. and was responsible for developing and optimizing their platform to serve the interactive advertising needs for small businesses. Before joining Yodle, he worked

at AOL, leading product management efforts in the social networking ecosystem. Mr. Costello received his Bachelor of Science in business administration from Georgetown University.

### [Peter Cullen](#)

Peter Cullen is the GM Trustworthy Computing and Chief Privacy Strategist at Microsoft Corporation. He is directly responsible for managing the development and implementation of programs that bolster the privacy and trustworthiness of Microsoft products, services, processes, and systems worldwide. Mr. Cullen leads Microsoft's privacy group as well as teams of online safety, geopolitical, and accessibility experts, all committed to enhancing customers' computing experiences. Mr. Cullen brings more than a decade of expertise in privacy and data protection to his role, as well as an extensive background in building sound organizational practices.

### [Pam Dixon](#)

Pam Dixon is a researcher, author, and the Executive Director of the World Privacy Forum (WPF). She founded WPF, a public interest research group focused on conducting in-depth privacy research and consumer education, in November 2003. There, she publishes widely cited privacy studies and research. Ms. Dixon's research focus is on emerging and contemporary privacy issues, particularly as they relate to technology, health care, financial, and online privacy. Ms. Dixon has authored seven books, hundreds of articles, and key privacy studies, including the groundbreaking *Medical Identity Theft Report* (2006), the first major research to be published on the topic and widely considered the definitive report in the area. She is on the board of the national Health Information Technology Standards Panel and is Co-Chair of the California Privacy and Security Advisory Board.

### **Peter Eckersley**

Peter Eckersley is a staff technologist at the Electronic Frontier Foundation (EFF). He works on the technical and policy aspects of Internet privacy and a wide range of other digital civil liberties and innovation issues. He has written extensively on privacy problems, including the design of locational services for mobile devices, how to use search engines without being recorded by them, safe use of the Internet under authoritarian political regimes, and the privacy implications of social networks. Prior to working at the EFF, Mr. Eckersley undertook doctoral research on digital copyright and alternatives to digital copyright in the department of computer science and the Intellectual Property Research Institute of Australia at the University of Melbourne.

### **Amina Fazlullah**

Amina Fazlullah is a media reform advocate and staff attorney with the DC office of U.S. Public Interest Research Groups, specializing in media, technology and digital consumer rights. She works on the organization's efforts to advance media reform goals, ensure a diversity of viewpoints, protect localism, and prevent the monopolization of the country's media outlets. She has worked as a law clerk for the Federal Communications Commission and the Electronic Privacy Information Center. During law school, Ms. Fazlullah served as an extern for the Hon. Chief Judge James M. Rosenbaum of the U.S. District Court of Minnesota. Prior to law school, she held several technology, film, and media related jobs. Ms. Fazlullah received her Juris Doctorate from the University of Minnesota Law School and a Bachelor of Arts from Pennsylvania State University.

### **Lindsey Finch**

Lindsey Finch is Salesforce.com's Global Privacy Counsel. In this role, she coordinates Salesforce.com's global privacy program, including developing and implementing its privacy policies and practices, training employees on their privacy responsibilities, working directly with customers on their privacy and data protection concerns, and partnering with the website's technology team to build privacy and service architecture. A practicing attorney, member of the California Bar, and Certified Information Privacy Professional, Ms. Finch reports directly to Salesforce.com's general counsel. Prior to joining Salesforce.com, she was privacy counsel at General Electric. Ms. Finch received her Juris Doctorate from American University, Washington College of Law, and her Bachelor of Arts in communication and political science from the University of California, San Diego.

### **Loretta Garrison**

Loretta Garrison is a senior attorney in the Bureau of Consumer Protection, Division of Privacy and Identity Protection, at the FTC where she works on policy and investigations related to financial privacy and security matters, and handles special projects. She is the agency representative to and coordinates the interagency consumer research project to develop alternative financial privacy notices under the GLB Act. She has been with the FTC since December 2000.

### **Beth Givens**

Beth Givens is Founder and Director of the Privacy Rights Clearinghouse (PRC), established in 1992 and located in San Diego, CA. The PRC is a non-profit consumer advocacy organization with a two-part mission: consumer education and advocacy. Its

website, [www.privacyrights.org](http://www.privacyrights.org), is nationally known as a rich source of information and tips on personal privacy protection. Ms. Givens represents the interests of consumers in public policy proceedings at the state and federal levels (California Legislature, as well as federal and state regulatory agencies). She has participated in numerous public policy task forces and commissions, including the California Real ID Act Work Group and the California RFID Advisory Committee. She is often interviewed by the media on a wide variety of consumer privacy topics.

### **Eric Goldman**

Eric Goldman is an associate professor of law and Director of the High Tech Law Institute at Santa Clara University School of Law. Before he became a full-time academic in 2002, he practiced Internet law for eight years in the Silicon Valley. His research and teaching focuses on Internet, IP, and marketing law topics, and he blogs on those topics at the Technology & Marketing Law Blog, [www.blog.ericgoldman.org](http://www.blog.ericgoldman.org).

### **Pamela Jones Harbour**

Pamela Jones Harbour was sworn in as a Commissioner of the FTC on August 4, 2003. Commissioner Harbour joined the FTC from Kaye Scholer LLP, where she served as a partner in the litigation department handling antitrust matters. She counseled clients on Internet privacy, e-commerce, consumer protection, and a variety of competition-related matters. Prior to joining Kaye Scholer, Commissioner Harbour was New York State Deputy Attorney General and Chief of the Office's 150-attorney Public Advocacy Division. During her 11-year term in the Attorney General's office, she argued before the U.S. Supreme Court on behalf of 35 states in *State Oil v. Khan*, a landmark price-fixing case. She also

successfully represented numerous states in *New York v. Reebok*, *States v. Keds*, and *States v. Mitsubishi*, each resulting in multimillion-dollar national consumer settlements. Among her most notable antitrust cases were *New York v. May Department Stores*, a successful anti-merger challenge, and *States v. Primestar Partners*, a consent judgment culminating a four-year multistate investigation of the cable television industry. Commissioner Harbour received her law degree in 1984 from Indiana University School of Law and her Bachelor's degree in 1981 from Indiana University School of Music. Commissioner Harbour, a native of New York who resides in New Jersey, is married to John Harbour and has three children.

### **Katie Harrington-McBride**

Katie Harrington-McBride is an attorney in the FTC's Western Region - Los Angeles office. Previously, she served as Counsel to the Director of the FTC's Bureau of Consumer Protection and as a staff attorney in the Division of Marketing Practices. Katie has worked extensively on regulations and policy-setting in the areas of telemarketing, spam, emerging technology, and privacy. She also has litigated a variety of enforcement actions. Prior to joining the FTC, Katie was the Assistant Director of Legal Research and Writing at The George Washington University Law School and faculty liaison to the Moot Court, Trial Court, and Alternative Dispute Resolution Boards. Katie earned a Bachelor of Arts in Literature in English from the George Washington University, and she is a graduate of the George Washington University Law School.

### **David A. Hoffman**

David Hoffman is Director of Security Policy and Global Privacy Officer at Intel Corporation, where he heads the organization that oversees Intel's privacy

compliance activities, legal support for privacy and security, and external privacy and security policy engagements. He served on the TRUSTe Board of Directors from 2000 to 2006 and was a member of the FTC's Online Access and Security Committee. In 2005, Mr. Hoffman was appointed to the Department of Homeland Security Data Privacy and Integrity Advisory Committee, where he chairs the Data Sharing and Use Subcommittee. He is also on the Board of Directors for the International Association of Privacy Professionals and serves on the Center for Strategic and International Studies Cyber Security Commission. Mr. Hoffman has a Juris Doctorate from Duke University School of Law, where he was an editor on the *Duke Law Review*, and he received a Bachelor of Arts from Hamilton College.

### **Chris Jay Hoofnagle**

Chris Hoofnagle is Director of the Berkeley Center for Law & Technology's information privacy programs and senior fellow to the Samuelson Law, Technology & Public Policy Clinic. He is an expert in information privacy law. With Jennifer King, Mr. Hoofnagle has started a consumer privacy survey research project. This project explores consumers' understanding of privacy and tests notions of consumer autonomy underlying existing self-regulatory privacy rules. Mr. Hoofnagle co-chairs the annual Privacy Law Scholars Conference. He is licensed to practice law in California and Washington, DC.

### **Brian Knapp**

Brian Knapp is the Chief Privacy Officer and General Counsel of Loopt. In that role, he is responsible for data privacy and security matters, regulatory and policy efforts, corporate development and legal affairs. He is on the Board of Directors of the Family Online Safety Institute, a member of the National

Telecommunications and Information Administration's Online Safety and Technology Working Group, and he participated on the Berkman Center's Internet Safety Technical Task Force. Mr. Knapp was previously an associate at Wilson Sonsini Goodrich & Rosati with a focus on data privacy, Digital Millennium Copyright Act matters, and technology transactions. Prior to law school, he held senior positions in business development with such companies as Dun & Bradstreet, BarnesandNoble.com, and AllBusiness.com. Mr. Knapp has a Bachelor of Arts from the College of William & Mary and a Juris Doctorate, *cum laude*, from the University of San Francisco School of Law.

### **Naomi Lefkovitz**

Naomi Lefkovitz is an attorney with the Division of Privacy and Identity Protection at the FTC. Her responsibilities focus primarily on business and consumer education, legislative activity, and rule-makings. She specializes in privacy and identity theft issues, in particular, the areas of identity management and fraud prevention. Ms. Lefkovitz joined the FTC in 2001. Previously, she was Assistant General Counsel at CDnow, Inc., an online music retailer. At CDnow, Inc., she was responsible for negotiating and drafting contracts, managing intellectual property matters, lobbying and trade association participation as well as other corporate matters. Ms. Lefkovitz holds a Bachelor of Arts with honors in french literature from Bryn Mawr College and a Juris Doctorate with honors from Temple University School of Law.

### **Peder Magee**

Peder Magee is a senior attorney in the FTC's Division of Privacy and Identity Protection. He works on a variety of policy and litigation matters, including

online behavioral marketing, and was the primary author of the recent staff report on the FTC's self-regulatory principles for behavioral advertising. He also serves as a member of the FTC's Privacy Steering Committee. From 1999-2004, Mr. Magee served as Senior Attorney Advisor to Commissioner Mozelle Thompson, during which time he worked on consumer protection and competition matters. He also worked as Attorney Advisor to Commissioner Jon Leibowitz from 2004-2005. Prior to joining the FTC, he was an associate with Arent Fox in Washington, DC. Mr. Magee received his Juris Doctorate from George Washington University and his Bachelor of Arts from the University of Wisconsin.

### **Joanne McNabb**

Joanne McNabb is Chief of the California Office of Privacy Protection. In addition to providing information for consumers, the Office also publishes privacy practice recommendations for business and other organizations. Ms. McNabb is a Certified Information Privacy Professional and Co-Chair of the International Association of Privacy Professionals' Government Working Group. She serves on the Privacy Advisory Committee to the U.S. Department of Homeland Security and is a fellow at the Ponemon Institute. Before starting at the Office of Privacy Protection, Ms. McNabb worked in public affairs and marketing, in both the public and private sectors, including five years with an international marketing company in France. She attended Occidental College and holds a Master's degree in medieval literature from the University of California, Davis.

### **Maneesha Mithal**

Maneesha Mithal is the Associate Director of the FTC's Division of Privacy and Identity Protection.

In her ten years at the Commission, she has held numerous positions, including Assistant Director of the Division of Privacy and Identity Protection, Chief of Staff of the Bureau of Consumer Protection, Assistant Director of the International Division of Consumer Protection, and acting head of the International Division of Consumer Protection. She has worked on such issues as health privacy, data security, data breach notification, and international privacy. Prior to joining the FTC in 1999, Ms. Mithal was an attorney at the Washington law firm of Covington & Burling, where she practiced in the commercial litigation, international litigation, and legislative areas. Ms. Mithal earned her law degree from the Georgetown University Law Center and her undergraduate degree from Georgetown University.

### **Deirdre K. Mulligan**

Deirdre Mulligan is an assistant professor at the School of Information (iSchool) at University of California, Berkeley. She joined the iSchool faculty in 2008, moving from the Berkeley School of Law, where she was a clinical professor of law and the Director of the Samuelson Law, Technology & Public Policy Clinic. She served previously as staff counsel at the Center for Democracy & Technology (CDT) in Washington DC. Professor Mulligan was a member of the National Academy of Sciences Committee on Authentication Technology and Its Privacy Implications and the FTC's Federal Advisory Committee on Online Access and Security. She currently co-chairs Microsoft's Trustworthy Computing Academic Advisory Board, serves on the board of the CDT, is Vice Chair of the board of the California Voter Foundation, and is on the advisory board of the Electronic Frontier Foundation. She is an affiliated researcher at Microsoft Research's Silicon Valley lab.

## **Arvind Narayanan**

Arvind Narayanan is a postdoctoral researcher at Stanford University. He obtained his Ph.D at the University of Texas at Austin. His research focuses on the privacy and anonymity issues involved in collecting and sharing large-scale datasets about individuals. His thesis, in a sentence, is that the level of data anonymity that consumers are promised is fundamentally impossible to achieve. For his work on de-anonymizing the Netflix Prize dataset, Mr. Narayanan was jointly awarded the 2008 Privacy Enhancing Technologies Award. His research has been featured in numerous press venues, including BBC. Mr. Narayanan's other research interests include web security and privacy for location-based services. He recently worked on Adnostic, a system for targeted advertising that respects user privacy. Mr. Narayanan blogs about his research on de-anonymization at [www.33bits.org](http://www.33bits.org).

## **Christopher N. Olsen**

Christopher Olsen is Assistant Director in the Division of Privacy and Identity Protection at the FTC, focusing on enforcement and policy matters involving consumer privacy, data security, and identity theft. Prior to becoming Assistant Director, Mr. Olsen served as an attorney in the Division of Privacy and Identity Protection, working on policy and data security matters. Before joining the FTC, he served in various staff and management positions in the Enforcement Bureau at the Federal Communications Commission (FCC), where he enforced regulations governing local competition and consumer privacy issues, among others. Prior to joining the FCC, Mr. Olsen was a partner at Howrey & Simon, specializing in complex commercial litigation. He received a Bachelor of Arts *cum laude*

from Dartmouth College and a Juris Doctorate from the University of Virginia School of Law.

## **Nicole A. Ozer**

Nicole Ozer is the Director of Technology and Civil Liberties Policy at the American Civil Liberties Union (ACLU) of Northern California. She works on the intersection of new technology, privacy, and free speech, and she is spearheading the organization's new online privacy campaign, Demand Your dotRights. She graduated *magna cum laude* from Amherst College, studied comparative civil rights history at the University of Cape Town, South Africa, and earned her Juris Doctorate with a Certificate in Law and Technology from Boalt Hall School of Law, University of California, Berkeley. Before joining the ACLU, she was an intellectual property attorney at Morrison & Foerster LLP. Ms. Ozer was recognized by *San Jose Magazine* in 2001 for being one of twenty "Women Making a Mark" in Silicon Valley. She blogs regularly at [www.aclunc.org/techblog](http://www.aclunc.org/techblog).

## **Harriet Pearson**

Harriet Pearson leads a global privacy and data protection program at IBM, a \$100 billion company that provides cloud computing and other advanced technology-based solutions to clients in over 170 countries. Her current focus areas include cybersecurity, cloud, data risk management, and social media. Part of IBM's 300-person leadership team, her executive experience spans public policy, legal, communications and human resources. Winner of the IAPP Vanguard Award, Ms. Pearson serves on the executive committee of the Center for Information Policy Leadership; the Center for Strategic and International Studies Commission on Cybersecurity for the 44<sup>th</sup> Presidency; and the advisory boards

of the Electronic Privacy Information Center and the Executive Security Action Forum. She holds an adjunct appointment at Georgetown University's Communication, Culture and Technology program. Ms. Pearson graduated from Princeton University and UCLA Law School.

### **Hana Pecháčková**

Hana Pecháčková is a policy officer at the European Commission, Directorate-General Justice, Freedom and Security, in the Data Protection Unit. She deals extensively with the processing of personal data, especially focusing on issues related to privacy and data protection on the Internet and in new technologies. Ms. Pecháčková is also responsible for developing policies on privacy enhancing technologies (PETs), tools that could strengthen data protection and privacy of individuals. She is a frequent speaker at various conferences, workshops and roundtable meetings related to privacy, protection of personal data and new technologies, PETs, and Privacy by Design. Before joining the European Commission in 2005, Ms. Pecháčková worked as a legal practitioner and as an associate at an international law firm.

### **Kathryn D. Ratté**

Kathryn Ratté is a senior attorney with the Division of Privacy and Identity Protection at the FTC. Ms. Ratté investigates and prosecutes violations of U.S. federal laws governing the privacy and security of consumer information. She brought the FTC's first enforcement actions under the Gramm-Leach-Bliley Safeguards Rule, as well as the FTC's case against the data broker ChoicePoint. Ms. Ratté formerly served as counsel for international consumer protection in the FTC's Office of International Affairs, where she worked on a number of international policy initiatives dealing with privacy and data security,

including the project to establish cross-border privacy rules in the Asia-Pacific Economic Cooperation (APEC). She is a *magna cum laude* graduate of Harvard College and Duke Law School.

### **Jessica Rich**

Jessica Rich is currently Deputy Director of the FTC's Bureau of Consumer Protection. Prior to that, Ms. Rich served for 11 years as Assistant and then Associate Director in the FTC's Division of Privacy and Identity Protection. In those positions, she handled or oversaw a wide variety of privacy and data security matters, including: (1) enforcement actions against such companies as ChoicePoint, Microsoft, and TJX; (2) rulemakings to develop the FTC's Safeguards, Disposal, Children's Online Privacy, and Personal Health Records Rules; (3) testimony to Congress on proposed legislation and related issues; and (4) public workshops and policy initiatives, such as the FTC's "Exploring Privacy" Roundtables and Behavioral Advertising Project. Prior to joining the FTC's privacy division, Ms. Rich served as Counsel to the Bureau Director and was an attorney in private practice. She graduated from NYU Law School and Harvard University.

### **Michelle Rosenthal**

Michelle Rosenthal is an attorney in the Division of Privacy and Identity Protection at the FTC. Prior to joining the division, Ms. Rosenthal worked in the FTC's Division of Advertising Practices and the Office of Policy Planning. She has worked primarily on advertising and privacy matters, with a specific focus on behavioral advertising and other Internet-related issues. Ms. Rosenthal recently returned to the FTC after completing a clerkship for the Hon. Warren M. Silver of the Maine Supreme Court. She has previously worked as a law clerk for the Civil

Division of the Department of Justice and for a boutique employment discrimination law firm in Washington, DC. Ms. Rosenthal received her Bachelor's degree from the University of Florida and her Juris Doctorate from George Washington University Law School.

### **Erika Rottenberg**

Erika Rottenberg is Vice President, General Counsel, and Secretary of LinkedIn Corporation, the world's largest professional networking company with over 55 million users, where she helps drive LinkedIn's mission of connecting the world's professionals to make them more productive and successful. She is responsible for worldwide legal affairs, including privacy. Prior to joining LinkedIn, she was Senior Vice President, General Counsel and Secretary, for Nasdaq-listed SumTotal Systems, a talent management company. Previously, she was Vice President for Strategic Development and General Counsel of Creative Labs, the company that brought multimedia to the PC with the Sound Blaster sound card. Ms. Rottenberg received her law degree from Berkeley's Boalt School of Law and started her legal career at the Silicon Valley technology law firm Cooley Godward.

### **Paul M. Schwartz**

Paul Schwartz is professor of law at the University of California, Berkeley and a Director of the Berkeley Center for Law & Technology. A leading international expert on informational privacy and information law, he has published widely on these topics. He is a co-author of the casebook *Information Privacy Law* (Aspen, 3d ed., 2008). Professor Schwartz also has provided consulting services to numerous governmental organizations and private organizations and serves on numerous advisory committees.

During 2002-2003, he was in residence as a Berlin Prize Fellow at the American Academy in Berlin and as a Transatlantic Fellow at the German Marshall Fund in Brussels. Professor Schwartz received a Juris Doctorate from Yale Law School, where he was a Senior Editor on the *Yale Law Journal*, and a Bachelor of Arts from Brown University.

### **Mike Shaver**

Mike Shaver was one of the co-founders of the Mozilla project in 1998, and today, as Vice-President of Engineering for Mozilla, he oversees development of the Firefox browser and its underlying technology. An internet software developer and consultant since 1993, he has worked on consumer privacy software, cluster technology, calendaring, firewall tools, the Linux kernel, and one of Canada's first Gopher servers. Mr. Shaver received an honorary degree from Seneca College in 2008 and sits on the board of StopBadware, a non-profit dedicated to protecting users from malicious software. He lives in Toronto with his wife and daughter.

### **Scott R. Shipman**

Scott Shipman is the Chief Privacy Officer for eBay Inc. and has been advising eBay for over eleven years on a myriad of legal issues. He oversees global privacy compliance and strategy for eBay Inc. and subsidiaries such as PayPal. Under his leadership, the eBay privacy practice was voted by consumers as the most trusted brand for privacy over all brands in 2009 and 2005, and over all online brands in 2008. Mr. Shipman has a patent pending on technology that provides consumers with an "on ad" notice providing choice to have ads targeted to their interests, called AdChoice. He has testified at Department of Commerce and Department of Energy hearings on the need for a federal privacy law in the U.S. Mr.

Shipman received his Juris Doctorate from Santa Clara University School of Law and a Bachelor's degree from the University of Colorado, Boulder.

### **Tim Sparapani**

Tim Sparapani is the Director of Public Policy at Facebook. He is responsible for developing and implementing the company's interaction with the federal, state, and local governments, and with opinion and policy makers. His specialty is privacy and constitutional law. Prior to joining Facebook, he was Senior Legislative Counsel at the American Civil Liberties Union (ACLU), where he helped advance the constitutional principle of the right to privacy, representing the ACLU before Congress, the Executive Branch, and before the media. For the more than four years preceding his time at the ACLU, Mr. Sparapani served as an associate at the law firm of Dickstein Shapiro, where he helped clients navigate interconnecting constitutional, statutory, political and policy challenges. Mr. Sparapani holds a Bachelor's degree from Georgetown University and a Juris Doctorate from the University of Michigan Law School.

### **Scott Taylor**

Scott Taylor is head of Hewlett Packard's (HP) privacy and data protection efforts worldwide. He is responsible for privacy strategy, policy, governance, and operations. He is a member of HP's Ethics & Compliance Council, Global Citizenship Committee, and chairs HP's Privacy & Data Protection Governance Board. Mr. Taylor and his team work with HP business groups, regions and corporate functions to assure the implementation of HP's privacy policies and programs and integrate privacy into product and services development across the company. Mr. Taylor serves on the Board of Directors for The

Business Forum for Consumer Privacy, as the Chairman of the Executive Committee at the Center for Information Policy Leadership, and on the Board of Directors for the Council of Better Business Bureaus. He has been with HP for 22 years.

### **Lee Tien**

Lee Tien is a senior staff attorney with the Electronic Frontier Foundation (EFF), a non-profit public interest group based in San Francisco that specializes in high-tech civil liberties issues. Mr. Tien primarily works on free speech and privacy issues as a public advocate and as a litigator. His areas of practice include national ID, electronic health records privacy, electronic surveillance, location tracking, data-mining, biometrics, RFID, and behavioral advertising. Before joining EFF in 2000, Mr. Tien was a solo practitioner specializing in Freedom of Information Act litigation. He has written law review articles on anonymity, encryption, data-mining, and other civil liberties issues.

### **Anne Toth**

Anne Toth is Vice President of Global Policy and head of privacy for Yahoo! Inc. During her tenure at Yahoo!, she has managed a wide array of policy issues related to privacy, community, user-generated content, child safety, advertising standards, online accessibility, mobile products, and consumer direct marketing. She currently serves on the boards of the Network Advertising Initiative and the Future of Privacy Forum. She previously served on the board of the Internet Content Ratings Association. Ms. Toth has recently testified before Congress and is a frequent public speaker. Prior to joining Yahoo!, she was a research economist at the Fremont Group and worked at Wilson, Sonsini, Goodrich & Rosati in the corporate securities practice group. Ms. Toth

graduated from Wellesley College with a Bachelor's degree in economics and attended the Goldman School of Public Policy at the University of California, Berkeley.

### **Kristine van Dillen**

Kristine van Dillen, the Mobile Marketing Association's (MMA) Director of Industry Initiatives & Partnerships, brings over seven years of experience in the wireless industry. The MMA is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. In her role, she facilitates the global initiatives of the MMA including coordinating and publishing guidelines, best practices, and educational tools for mobile media and marketing. In her previous positions, she was Director of Product Development at Vindigo, a mobile applications developer, and a management consulting manager at Accenture in the Communications Industry business unit.

### **David C. Vladeck**

David Vladeck is the Director of the FTC's Bureau of Consumer Protection. While at the FTC, Mr. Vladeck is on leave from Georgetown University Law Center, where he is a professor of law. He has taught courses in federal courts, government processes, civil procedure, First Amendment litigation, and co-directed the Institute for Public Representation, a clinical law program at the Law Center where he handled a broad array of litigation. Prior to joining the Georgetown faculty in 2002, Mr. Vladeck spent nearly 30 years with Public Citizen Litigation Group, serving as its Director from 1992 to 2002. He has handled a wide range of complex litigation, primary in federal courts. He has argued a number of First Amendment and civil rights cases before the U.S. Supreme Court, and more than 60 cases before the

federal courts of appeal and state courts of last resort. Mr. Vladeck has testified frequently before Congress, advised Members of Congress on legal matters, and written on administrative law, preemption, First Amendment, legal ethics, and access to justice issues. Mr. Vladeck received his undergraduate degree from New York University, his law degree from Columbia University School of Law, and an LL.M. degree from Georgetown University Law Center. In May 2008, *Legal Times of Washington* recognized him as one of 30 "champions of justice," and one of the 90 greatest lawyers in Washington, DC, over the past 30 years.

### **Daniel J. Weitzner**

Daniel Weitzner serves as Associate Administrator for Policy at the U.S. Commerce Department's National Telecommunications and Information Administration (NTIA). NTIA serves as the principal adviser to the President on telecommunications and information policy. Prior to joining NTIA, Mr. Weitzner was Director of the MIT Computer Science and Artificial Intelligence Laboratory's Decentralized Information Group, taught Internet public policy in the electrical engineering and computer science department, and was Policy Director of the World Wide Web Consortium's Technology and Society activities. Mr. Weitzner was Co-Founder and Deputy Director of the Center for Democracy and Technology and Deputy Policy Director of the Electronic Frontier Foundation. Mr. Weitzner has a Juris Doctorate from Buffalo Law School, and a Bachelor of Arts from Swarthmore College.

### **Nicole Wong**

Nicole Wong is Vice President and Deputy General Counsel at Google, and she is primarily responsible for the company's product and regulatory matters. She is a frequent speaker and author on issues related

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### **Dennis Yu**

Dennis Yu is CEO and founder of BlitzLocal.com, an online agency specializing in local lead generation integrating Facebook advertising with pay-per-click advertising, directory listings, web analytics, and call tracking. The company's clients include Quiznos, Equifax, Maggianos, ReadyTalk, WWE, and other national retail and franchised outlets. Dennis is a 14-year veteran of online marketing via Yahoo! and American Airlines. He has spoken at SMX West, SMX Singapore, SMX Sydney, Affiliate Convention, the American Marketing Association, and other venues. He and his teammates also provide pro bono Google Adwords management to select non-profits, including March of Dimes, Grameen Foundation, International Rescue Committee, and others.



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