

Transcript: #FTCdisclose workshop tweets

On May 30, 2012, the FTC hosted a public workshop titled [In Short: Advertising and Privacy Disclosures in a Digital World](#).

FTC staff live-tweeted the event from its primary Twitter account, [@FTC](#) and designated the hashtag #FTCdisclose. Each of the tweets below appear in chronological order. Twitter handles are redacted. All tweets remain publicly available on the FTC's twitter account.

Morning! Hope you're joining us for our workshop on advertising & #privacy disclosures in digital world: <http://go.usa.gov/dqg> #FTCdisclose

Agenda for today's workshop on advertising & #privacy disclosures in digital world:
<http://go.usa.gov/dqN> #FTCdisclose

Our workshop will begin at 9am ET. For more information, link to webcast, agenda & more, see:
<http://go.usa.gov/dqg> #FTCdisclose

Direct link to workshop webcast, starting soon: <http://bit.ly/Leyd5F> #FTCdisclose

Our #FTCdisclose workshop is starting! Commissioner Maureen Ohlhausen welcomes attendees. #FTCdisclose

When FTC's Dot Com Disclosures issued in 2000, who could imagine world we live in now: tablets, smart phones, etc. – Ohlhausen #FTCdisclose

Technology is nothing short of amazing, but advances often bring not only new opportunities, but new challenges, says Ohlhausen. #FTCdisclose

How do advertisers effectively communicate info on social media platforms that have space/content limitations? - Ohlhausen #FTCdisclose

Panels won't focus on what info or who, but how (assuming certain info must be disclosed) it can be done effectively. – Ohlhausen #FTCdisclose

It's in everyone's best interest to ensure consumers have positive experiences & are making informed choices. – Ohlhausen #FTCdisclose

Jennifer King, UC Berkeley, delivering presentation on improving disclosures & privacy policies. #FTCdisclose

It's well understood that people don't read all the content on a webpage, as little as 25 percent, says King. #FTCdisclose

Panel 1 Tweets

Panel 1 is next! Universal & Cross-Platform Advertising Disclosures. #FTCdisclose

Mod: FTC Panelists L to R: Netchoice, Promotion Marketing Assc, National Consumer League, UC Berkeley, TX Attny Gen, Clorox Co. #FTCdisclose

Reminder - if you have questions for our panelists, tweet them to #FTCdisclose. Thanks!
Panelists discussing labeling links as "disclosures." Do consumers understand terminology? - King #FTCdisclose

[REDACTED] Workshop webcast works best in IE...thanks!

Ostheimer asks panelists if they agree w/public comment that scrolling isn't as much as an issue today as it was before. #FTCdisclose

Workshop webcast works best in IE. We're aware of some of issues w/ other browsers. Thanks for letting us know. #FTCdisclose

Panelists are discussing placement of links to disclosures of health & safety at bottom of page. #FTCdisclose

[REDACTED] Hi. We've noted your question - we'll discuss #privacy more in panel 4.
#FTCdisclose

Panelists discussing what restrictions must be disclosed when consumers receive location based ads. #FTCdisclose

Ostheimer asks panelists about placement of material information in terms of service agreements. #FTCdisclose

Panel is discussing use of negative options and use of check boxes to indicate whether you want additional item or not. #FTCdisclose

[REDACTED] We're submitting your question to the panelists & we'll try to get it answered before panel is over. Thanks!

Panel 2 Tweets

#FTCdisclose workshop agenda, panelist bios, webcast link & more: <http://go.usa.gov/dqg>

Panel 2 is starting in a few minutes! Social Media Advertising Disclosures. #FTCdisclose

Panel 2 will first discuss disclosures in non-restricted space, e.g. blogs. #FTCdisclose

FTC Mod: Cleland Panelist biz reps L to R: Facebook, WOMMA, BzzAgent, Blogalicious, Procter & Gamble, and Public Citizen. #FTCdisclose

Each panelist identifying what they think is most important issue in disclosures in social media. #FTCdisclose

Panelists using example of a personal home improvement blog with disclosure in actual text of blog. #FTCdisclose

[REDACTED] Webcast works best in IE. Will have archive & transcript of workshop in few days. Working on long-term solution for FTC.

[REDACTED] FTC has law enforcement authority under Sec 5 to protect consumers from deception.

Panelist discussing disclosures in restricted space media like Twitter. #FTCdisclose

If you don't know you're being advertised to, that is consumer harm. - Weissman #FTCdisclose

Panelists discussing whether a hashtag like #spon is sufficient or not. #FTCdisclose

Duty to disclose rests with advertiser, not the platform. - Weissman. #FTCdisclose

Who has the responsibility to educate consumers about what messages & mechanisms are being used, e.g. icons? - Cleland #FTCdisclose

Panelists discussing whether some platforms R not suited 4 advertising given amount of material info that must be disclosed. #FTCdisclose

[REDACTED] Thx! We've noted your questions - however, probably better suited for panel 3 - mobile advertising disclosures. #FTCdisclose

Panelists discussing "Like-gating" - idea that you must "like" something in order to get access to contest or discount. #FTCdisclose

Dudukovich brings up Pinterest - if you pin something, means you "like" it. Do you have to disclose you were incentivized? #FTCdisclose

We're breaking for lunch. Will resume #FTCdisclose workshop at 1:30pm!

[REDACTED] Hi! We've sent your question along to staff. Thanks!

Panel 3 Tweets

Panel 3: #Mobile Advertising Disclosures #FTCdisclose

PIC: Panelists discussing their views as to major issues in mobile advertising disclosures.
#FTCdisclose <http://pic.twitter.com/FL7IGnOW>

Number 1 issue is getting people to pay attention. You want something instantly on your mobile phone - Schellhase #FTCdisclose

Consumers may not understand that mobile = internet. - De Mooy #FTCdisclose

Number 1 challenge for advertiser is variety of ways consumers access mobile content. - Yamuder #FTCdisclose

When an offer is made and presented, the disclosure needs to be in close proximity. - Singer #FTCdisclose

Panelists discussing responsive design versus mobile specific site. #FTCdisclose

Responsive design is an effective way of solving problems across multiple platforms. - Bager #FTCdisclose

Poss asks panelists if consumers use mobile devices differently than desktops. #FTCdisclose

Poss asks panelists if proximity of disclosure to underlying claim still important for mobile (as said in 2000 DCD). #FTCdisclose

Poss asks panelists about use of hyperlinks in mobile space. #FTCdisclose

Proximity is critical, but so is prioritizing disclosures. - Schellhase #FTCdisclose

Panelists discussing disclosures when location-based ads served on mobile device have significant purchase restrictions. #FTCdisclose

Poss asks whether consumers read more or less of mobile ad than they do w/other types of ads (which they don't read in full). #FTCdisclose

Panelists discussing whether disclosures need to be repeated multiple times prior to purchase. #FTCdisclose

Poss asks panelists to give best advice to start-ups (and no-nos) re: mobile advertising. #FTCdisclose

Panel 4 Tweets

Quick break then we'll be back at 3:00pm for our final panel. Panel 4: Mobile #Privacy Disclosures. #FTCdisclose

To kick-off Panel 4, FTC's Mohapatra & Schlossberg giving brief presentation on App Download Process. #FTCdisclose

PIC: Panel 4 is underway! Panelists discussing mobile #privacy disclosures. #FTCdisclose
<http://pic.twitter.com/K56S1SBg>

Expectations are not equal to reality (for personal data). - Ilana Westerman, Create with Context. #FTCdisclose

Westerman: There R 13 actions to design for trust, including timing. Tell consumers when they care. More: <http://bit.ly/uGaQtI> #FTCdisclose

Looking for panelists' bios? Want to send us public comments? More info about #FTCdisclose workshop: go.usa.gov/dqg

On disclosures: Why not use every medium that is available to you? Be robust. Be creative. - Dixon #FTCdisclose

Trilli's summary of what effective policy should be: 1) access at right time 2) informative & not overwhelming 3) relevant #FTCdisclose

[REDACTED] Hi Carl - we submitted your question to the moderator. Thanks!

Mehm: Are icons the only solution? #FTCdisclose

What are some concrete steps that platforms should adopt immediately to improve disclosures to consumers? - Mehm #FTCdisclose

Panelists discussing third party data collection. #FTCdisclose #privacy

The more intrusive the practice, the more robust the disclosure should be. - Dixon #FTCdisclose
MAC address not PII, says Kloek; Yes it is, says Dixon. #FTCdisclose

FTC's Mary Engle, Associate Director, Division of Ad Practices, will deliver #FTCdisclose workshop closing remarks now.

Thanks to everyone who followed online today! Submit workshop comments to us by July 11, 2012: go.usa.gov/dqg #FTCdisclose