



ENFORCEABLE CODES OF CONDUCT

Protecting Consumers Across Borders

Bios

Peter Avery

Peter Avery is a Principal Administrator in the Organisation for Economic Co-Operation and Development's (OECD) Directorate for Science, Technology and Industry, where he heads the Consumer Policy Unit. The OECD provides a forum for governments to compare policy experiences, seek answers to common problems, identify good practices, and coordinate domestic and international policies. The Consumer Policy Unit is responsible for carrying out research on a broad range of consumer issues, and for overseeing the development of consumer policy guidelines in areas such as e-commerce, product safety, consumer education, cross-border fraud, and dispute resolution. Recent projects have included the development of a *Consumer Policy Toolkit*, work on industry self-regulation and communication services, and the launching of a global information sharing portal for product recalls. Mr. Avery holds a Master's Degree in International Relations from Georgetown University.

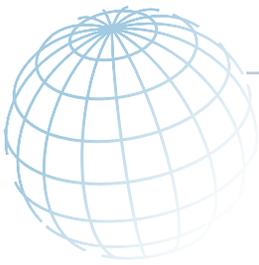
Paula J. Bruening

Paula J. Bruening is Vice President, Global Policy at the Centre for Information Policy Leadership, Hunton & Williams, LLP, a path-finding global privacy and information policy think tank headquartered in Washington, D.C. Her work focuses on cross-border

data flows, emerging information technologies, accountability models for data governance, analytics and "big data," and cyber security issues. Before joining Hunton & Williams, she served as Counsel for the Center for Democracy & Technology and Senior Attorney Advisor for the Office of Chief Counsel, National Telecommunications and Information Administration, U.S. Department of Commerce, and as a Senior Analyst, U.S. Congress, Office of Technology Assessment.

Danièle Chatelois

Danièle Chatelois is the Chair of the Asia Pacific Economic Cooperation (APEC) Data Privacy SubGroup (DPS). The DPS is responsible for privacy matters within APEC, and is actively engaged in developing mechanisms for the international implementation of the APEC Privacy Framework, including the APEC Cross-Border Privacy Rules System. Ms. Chatelois has been Canada's delegate at the DPS since 2006. In addition to her APEC responsibilities, she is a Senior Policy Advisor with the Government of Canada, and in that capacity, provides strategic advice in support of Industry Canada's responsibility for the administration of Canada's private sector privacy law, the *Personal Information Protection and Electronic Documents Act* (PIPEDA).



Sungjoon Cho

Sungjoon Cho joined the IIT Chicago-Kent faculty in 2003 and teaches courses in international law, international trade law, international business transactions, and comparative law. He earned his LL.B. from Seoul National University in 1989, his M.P.A. degree from Seoul National University in 1994, and his LL.M. in international economic law from the University of Michigan Law School in 1997. In 2002, he received his S.J.D. (Doctor of Juridical Science) degree from Harvard Law School. Professor Cho is currently advising the government of the Republic of Korea under various capacities. He was a Visiting Professor of Law at Fordham University School of Law in fall 2011, and will be visiting Northwestern University School of Law in spring 2013. Professor Cho has written numerous books and articles on international economic law, including an article with Claire R. Kelley, on “Promises and Perils of New Global Governance: A Case of the G20” (Jan. 2012) in the *Chicago Journal of International Law*. He is a co-chair of the ASIL conference on “Re-Conceptualizing International Economic Law: Bridging the Public/Private Divide” that will convene later this week.

Charlotte A. Christin

Charlotte Christin is a Senior Policy Advisor in the Office of Policy, within the Office of the Food and Drug Administration (FDA) Commissioner, at the U.S. FDA. She focuses on food safety policy and contributed to the development of the *Food Safety Modernization Act (FSMA)* that was enacted in January 2011. Ms. Christin chairs the FSMA Accredited Third-Party Certification Work Group, and is the lead for developing the agency’s third-party regulations. Ms. Christin previously served as the Director of Executive Operations in FDA’s Office of Regulatory Affairs and Senior Regulatory

Counsel in FDA’s Office of Counterterrorism and Emerging Threats.

Scott Cooper

Scott Cooper is Vice President for Policy and Government Relations at the American National Standards Institute (ANSI). He is responsible for managing the development of ANSI policy positions and also acts as liaison to Congress, as well as federal and state legislative and executive agencies. Mr. Cooper initiates programs on global supply chain governance for issues such as lead-free toys, food safety and drug counterfeiting, and has worked on issues relating to the development of robust, cheap and efficient home cook stoves for use in Asia, Africa, and Latin America. Before joining ANSI, Mr. Cooper was federal government affairs manager for Hewlett-Packard, and worked for the U.S. Congress for many years. He teaches in the MBA program at the George Washington University, School of International Business. Mr. Cooper holds an undergraduate degree from the University of California, Berkeley, and a Master’s degree from George Washington University.

Mary K. Engle

Mary K. Engle directs the Federal Trade Commission’s Division of Advertising Practices. The Division is responsible for regulating national advertising matters, including claims about food, over-the-counter drugs, dietary supplements, alcohol, tobacco, and Internet services. The Division also enforces the Children’s Online Privacy Protection Act, a statute regulating the online collection of personal information from children. Ms. Engle joined the FTC as a staff attorney in 1990, has held a number of management positions in the FTC’s Bureau of Consumer Protection, and has served as an advisor to a Commissioner. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, D.C. She received an A.B. from Harvard University in 1983



and a J.D. from the University of Virginia School of Law in 1986.

Keith Fentonmiller

Keith Fentonmiller is a Senior Attorney in the FTC's Division of Advertising Practices in Washington, D.C. Mr. Fentonmiller works on law enforcement matters involving the deceptive marketing of devices, foods, and dietary supplements. He also studies the operation of enforceable industry codes of conduct, as well as advertising self-regulation in the areas of food marketing to children and the marketing of violent entertainment media to children. Before joining the FTC in 2000, Mr. Fentonmiller was an associate attorney at the law firm of Paul, Hastings, Janofsky & Walker LLP. Mr. Fentonmiller also served as a judicial law clerk for judges of the United States Court of Appeals (6th Circuit) and the U.S. District Court for the District of Columbia. He received both his J.D. and his B.A. in Philosophy from the University of Michigan.

Stacy Feuer

Stacy Feuer is Assistant Director for International Consumer Protection in the FTC's Office of International Affairs. She leads the implementation of the *U.S. SAFE WEB Act of 2006*, which provides the FTC with legal authority to engage in enhanced international enforcement cooperation. Ms. Feuer also works on the international consumer policy dimensions of new and emerging technologies, serving on the U.S. delegations to various international organizations, including the Committee for Consumer Policy of the Organisation for Economic Co-operation and Development (OECD). At the OECD, Ms. Feuer has coordinated the United States' positions on issues such as electronic commerce, mobile commerce and payments, identity theft,

privacy, internet intermediaries, digital content purchases, and consumer dispute resolution and redress. Before joining the FTC, Ms. Feuer was a partner in a Washington-based international commercial litigation firm. She is the author and editor of the International Consumer Protection Law chapter of the *American Bar Association's 2011 Review of Consumer Protection Law Developments* and was a contributor to the original volume. Ms. Feuer is a graduate of Cornell University and the New York University School of Law.

Hui Ling Goh

Hui Ling Goh is Counsel for International Consumer Protection in the FTC's Office of International Affairs. She works on consumer protection issues with foreign law enforcement officials in the Asia region. She has also worked on information sharing efforts, cross-border litigation issues, privacy issues, multilateral enforcement cooperation, and led technical assistance missions to foreign consumer protection agencies. Ms. Goh is also the Program Manager for *econsumer.gov*, an international government database for cross-border consumer complaints. Before joining the FTC, Ms. Goh was an attorney in Australia. She is a graduate of the University of New England (Australia), University of Sydney, and Georgetown University Law Center.

Joshua Harris

Joshua Harris is Vice-Chair of the Asia Pacific Economic Cooperation's (APEC) Data Privacy Subgroup and Chair of the Cross-Border Privacy Rules System's Joint Oversight Panel. He is also an Associate Director in the Office of Technology and Electronic Commerce at the International Trade Administration. Mr. Harris previously worked in private practice as an international trade attorney.



In 2004, he was selected to the White House's Presidential Management Fellowship program, and in 2008, was recognized with a professional award for his contributions to a Presidential trade initiative. Mr. Harris is also Vice-Chair of the American Bar Association's Privacy and Information Security Committee. Mr. Harris is a graduate of the State University of New York at Geneseo and the George Washington University Law School.

Frances J. Henderson

Frances Henderson is National Director, Privacy Initiatives at the Council of Better Business Bureaus (CBBB), where she directs the BBB EU Safe Harbor privacy dispute resolution program and advises the Council on consumer privacy initiatives. She has spoken on self-regulation, privacy and international trade topics. She has also represented the CBBB in the U.S. delegation to the APEC Electronic Commerce Steering Group, responsible for developing and implementing the Cross-Border Privacy Rules System. Before joining the CBBB, Ms. Henderson headed the international trade practice at the law firm of Sonnenschein, Nath & Rosenthal. She holds an LL.B from the University of Glasgow, Scotland, an LL.M from the University of Virginia Law School, and a J.D. from the University of Minnesota Law School.

Clifford Henry

Clifford Henry is Associate Director, Global Sustainability at Procter & Gamble, and has global responsibility for Corporate Social Responsibility activities. This includes ensuring compliance with P&G's global supply chain code of conduct, stakeholder engagement with environmental and human rights NGOs, and social responsibility investment firms. He facilitates the resolution of shareholder proposals in a wide range of areas.

He identifies external trends and manages global social, labor and environmental opportunities across diverse businesses and geographies. Mr. Henry is the current Chair of the United States Council for International Business (USCIB) Social Responsibility Committee, Vice-Chair of the Business and Industry Advisory Committee (BIAC) to the OECD, Human Rights Work Stream Leader for AIM-PROGRESS, Vice Chair of A.I.S.E. CSR Taskforce, and is a member of the Stakeholder Advisory Board (SAB) of the State Department regarding the work of the National Contact Point (NCP).

Markus Heyder

Markus Heyder is Counsel for International Consumer Protection in the FTC's Office of International Affairs (OIA). He focuses on international privacy policy and cross-border enforcement cooperation matters. Mr. Heyder represents the FTC in the Asia Pacific Economic Cooperation (APEC) Data Privacy Subgroup and the Electronic Commerce Steering Group. In that capacity, he has been involved in the development of the APEC Cross-Border Privacy Rules system since 2005, and is currently one of the APEC Cross-Border Privacy Enforcement Arrangement co-administrators. Mr. Heyder also represents the FTC in the Global Privacy Enforcement Network (GPEN), and is one of three members of its steering committee. He also represents the FTC in the Asia Pacific Privacy Authorities (APPA), the International Working Group on Data Protection in Telecommunications, and is on the Executive Committee of the International Conference of Data Protection and Privacy Commissioners. He received his J.D. from Columbia University School of Law, and his undergraduate degree from Middlebury College.



Melissa Higuera Pérez

Melissa Higuera Pérez is the Director for Privacy Policies and Agreements within the General Direction for Privacy Self-Regulation at the Federal Institute for Access to Information and Data Protection in Mexico (IFAI) and Deputy Director of Classification and Personal Data. She has been involved in developing Mexico's data protection laws and regulations. She also represents IFAI in the APEC Data Privacy Sub-group. Before joining IFAI, she was Chief of the Mexican Do Not Call Registry of the Federal Consumer Agency (PROFECO). She also coordinated international events in data protection relating to the Free Trade Agreement between Mexico and the European Union. Ms. Pérez obtained her law degree from the Mexican Autonomous Institute of Technology (ITAM) and graduated with honors with a thesis on "Data Protection in Mexico: Diagnostic and Perspective." She also holds a diploma from ITAM on Information Technologies and Communications Regulation.

Alan P. Kaufman

Alan P. Kaufman is Senior Vice President, Technical Affairs at the Toy Industry Association, Inc. with more than 35 years of experience addressing product safety, quality assurance, regulatory compliance, and product testing issues for toy companies and retailers. Mr. Kaufman previously served as Vice-President for Global Product Safety and Regulatory Affairs at Toys"R"Us, Inc., and spent more than a decade directing production, sourcing and technical services within The Walt Disney Company and its subsidiaries. Mr. Kaufman is a certified quality engineer, and is the nominated U.S. expert for the current revision of ISO/IEC Guide 50 on Children's Safety.

Jonathan Kaufman

Jonathan Kaufman is a Staff Attorney at EarthRights International. He has represented NGOs, communities, and individuals from four continents on human rights and land rights issues at the national, regional, and international level, in court cases and other proceedings. He is a member of the Stakeholder Advisory Board for the U.S. National Contact Point for the OECD Guidelines for Multinational Enterprises. Prior to joining EarthRights, Mr. Kaufman represented clients in front of public housing authorities and disability benefits review boards. In 2002-2003, after graduating from Yale University with both a B.A. and M.A. in Chinese, Mr. Kaufman was a Fulbright Scholar in Taiwan.

William E. Kovacic

William Kovacic is Global Competition Professor of Law and Policy; Professor of Law; Director, Competition Law Center, at George Washington University Law School, where he began teaching in 1999, and where he once was the E.K. Gubin Professor of Government Contracts Law. Before that, he taught at the George Mason University School of Law. Earlier in his career, Professor Kovacic practiced antitrust and government contracts law for three years at Bryan Cave's Washington, D.C., office, and spent one year on the majority staff of the U.S. Senate Judiciary Committee's Antitrust and Monopoly Subcommittee. He was a FTC Commissioner from January 2006 to October 2011, and served as Chairman of the agency from March 2008 to March 2009. Professor Kovacic also served as the FTC's General Counsel from 2001 through 2004, and worked for the agency from 1979 until 1983. He received a B.A. from Princeton University and a J.D. from Columbia University.



Thea Mei Lee

Thea Lee is Deputy Chief of Staff at the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO), where she has also served as Policy Director and Chief International Economist. Previously, she worked as an international trade economist at the Economic Policy Institute in Washington, D.C. and as an editor at *Dollars & Sense* magazine in Boston. Ms. Lee is co-author of *A Field Guide to the Global Economy*, published by the New Press. She serves on the State Department Advisory Committee on International Economic Policy and the Export-Import Bank Advisory Committee. She is also on the Board of Directors of the National Bureau of Economic Research.

Gwenann Manseau

Gwenann Manseau is a Senior Attorney in the Office of the Chief Counsel for International Commerce (OCCIC) at the U.S. Department of Commerce. She is the lead attorney for the International Trade Administration (ITA) on standards and technical regulations, and in 2009-10 was the lead negotiator for the U.S. government in the development of *ISO 26000* on Social Responsibility. She also provides legal advice to ITA on China and Middle East matters, environmental law, international human rights law, and other trade-related legal matters. Ms. Manseau received a A.B. degree from Princeton University and a J.D. from the University of Virginia School of Law.

Joseph N. Mariano

Joseph N. Mariano is President of the Direct Selling Association (DSA) and is responsible for its ethics and self-regulation programs. He also serves as Chairman of the World Federation of Direct Selling Associations (WFDSA) Global Ethics Committee. DSA and WFDSA represent companies that market their products on a

person to person basis through personal explanation and demonstration, typically in the home or outside of a fixed retail establishment. Mr. Mariano is a lawyer and co-author of the *WFDSA Model Code of Ethics*, which has been adopted by direct selling associations in 62 countries. In his role as Chairman of the WFDSA Ethics Committee, Mr. Mariano is responsible for leading the international direct selling community regarding ethical compliance worldwide, including administration of and coordination among the various country direct selling codes of ethics.

Anne Meuwese

Anne Meuwese is an Associate Professor at the department of Public Law, Jurisprudence and Legal History of Tilburg Law School in The Netherlands. She currently teaches and researches on topics at the intersection of public law and regulation. She is co-chair of the Standing Group on Regulatory Governance of the European Consortium for Political Research (ECPR). Her current research – funded by a personal Veni grant from the Dutch research council NWO – deals with the use of alternative regulatory mechanisms to steer the behavior of public actors. From March to June 2013 she will be a visiting scholar at the Center for the Study of Law and Society at the University of California, Berkeley. Professor Meuwese obtained her doctorate in Law from Leiden University (cum laude) with a thesis on “Impact Assessment in EU Lawmaking.”

Sheila A. Millar

Sheila Millar is Vice Chair of the International Chamber of Commerce (ICC) Marketing and Advertising Commission, and chairs its Working Group on Sustainability, which developed the ICC Framework Guides for Environmental Marketing Claims as an international resource for advertisers.



She is also partner with the law firm of Keller and Heckman LLP, and counsels corporate and association clients on regulatory compliance and public policy issues, including advertising and privacy. Ms. Millar also counsels clients on risk management and product safety strategies, and on compliance with Consumer Product Safety Commission, green chemistry and other environmental and product safety laws.

Saira Nayak

Saira Nayak is Director of Policy at TRUSTe, where she helps define the company's external policy platform while advocating the TRUSTe position with industry, regulators, and other stakeholders. Ms. Nayak also counsels TRUSTe clients on data collection and use practices. Before joining TRUSTe, Ms. Nayak was Principal at Nayak Strategies, where she advised digital era companies – including TRUSTe - on privacy and data security compliance under international, U.S. and state laws. She has also worked in-house at the Microsoft Corporation, practiced law at Dickstein Shapiro (Washington, DC), and served as Antitrust Counsel for the National Association of Attorneys General (NAAG).

Richard W. O'Brien

Richard O'Brien is Director of International Programs and Intergovernmental Affairs at the U.S. Consumer Product Safety Commission (CPSC). He is a retired career U.S. Foreign Service Officer with over 28 years of federal service. Before his diplomatic career, he worked in trade promotion at the Commerce Department's International Trade Administration and earlier, at the Agriculture Department's Foreign Agricultural Service as a Press and Public Information Specialist. Earlier, he held a variety of positions in the public relations and marketing field. A veteran

of the U.S. Air Force and U.S. Coast Guard Reserve, he has lived and worked in the Netherlands, the United Kingdom, South Korea, Germany, and Switzerland. Mr. O'Brien earned his Master's Degree in International Affairs from George Washington University and a Bachelor's Degree in Mass Communications from Towson State University.

C. Lee Peeler

C. Lee Peeler is President and CEO of the Advertising Self-Regulation Council (ASRC) and Executive Vice President, National Advertising Self-Regulation, Council of Better Business Bureaus (CBBB). Mr. Peeler joined ASRC in 2006 following a 33-year career at the Federal Trade Commission (FTC). He has spoken and testified widely on consumer protection issues including truth in advertising, consumer credit, electronic commerce, and privacy and data security. Mr. Peeler received his B.A. and J.D. degrees from Georgetown University.

Edith Ramirez

Edith Ramirez was sworn in as a Commissioner of the Federal Trade Commission in April 2010. At the FTC, Commissioner Ramirez has helped develop the Asia-Pacific Economic Cooperation (APEC) Cross-Border Privacy Rules and has testified before Congress on privacy, data security, and antitrust issues. Before joining the FTC, Commissioner Ramirez was a partner in the Los Angeles office of Quinn Emanuel Urquhart & Sullivan, LLP, where she litigated complex business disputes, including intellectual property, antitrust, unfair competition, and Lanham Act matters. She is a graduate of Harvard Law School, where she was an editor of the Harvard Law Review, and Harvard College.



Joseph A. Scimeca

Joseph Scimeca is Vice President of Global Regulatory & Scientific Affairs, Corporate Food Safety and Regulatory Affairs at Cargill, Inc., where he provides leadership for ensuring that company food and feed products and processes are safe, including being protected against intentional acts of adulteration and bioterrorism, and are in compliance with the appropriate food/feed regulations. Before joining Cargill in February 2004, he worked in a number of regulatory and scientific positions for Kraft, Pillsbury, and General Mills. He received his Ph.D. in Pharmacology and Toxicology from the Medical College of Virginia, Virginia Commonwealth University, in 1987.

Robin Simpson

Robin Simpson is Senior Policy Adviser at Consumers International (CI), the global federation of consumer organizations, with over 200 member organizations in over 100 countries. CI is recognized by the United Nations and the OECD as interlocutor on consumer issues. Mr. Simpson represents CI on the Consumer Policy Committee of the OECD and took part in the 2011 revision of the OECD Guidelines for Multinational Enterprises. He is currently engaged for CI on a revision of the U.N. Guidelines on Consumer Protection, last updated in 1999. He drafted CI's proposals for reform of financial services submitted to the OECD Task Force on Financial Consumer Protection, which worked under a G20 mandate to develop high level principles, endorsed by the G20 in 2011. He represents also CI on ISO committees developing new standards which have included energy and water and currently, mobile financial services.

Caroline Smith DeWaal

Caroline Smith DeWaal is the director of the food safety program for the Center for Science in the Public Interest and co-author of *Is Our Food Safe? A Consumer's Guide to Protecting Your Health and the Environment* (Three Rivers Press, 2002). Ms. DeWaal has testified more than twenty times on food safety issues before the United States Congress. She has presented papers on food safety at over 100 scientific and public policy conferences and regularly publishes in scientific and legal journals. She has participated in a number of World Health Organization consultations on food safety, as well as FDA, USDA and CDC advisory panels. Ms. DeWaal graduated from the University of Vermont and Antioch School of Law.

Scott Taylor

Scott Taylor is Chief Privacy Officer at Hewlett-Packard Company (HP), where he is responsible for global privacy and information management strategy, policy, governance, and operations. In this role, he is a member of HP's Compliance Council, Cyber Security Council, Global Citizenship/Human Rights Committee, and chairs HP's Privacy & Data Protection Governance Board. He serves as HP's global representative with governments, external policy makers, media, NGOs and customers in the area of privacy and data protection. Mr. Taylor is involved in the Privacy Group of the Asia Pacific Economic Cooperation (APEC), the European Commission and key governments worldwide to advance stronger protections for consumer privacy. He is Chairman of the Board for The Centre for Information Policy Leadership, and Treasurer on the Board of the International Association of Privacy Professionals (IAPP).



Norma Tregurtha

Norma Tregurtha is Senior Policy Manager at ISEAL Alliance, where she has focused on interacting with governments, NGOs and business groups across the world to advocate for the use of credible standards. More recently this work has pushed in the direction of sustainable public procurement and the unique role that standards play in supporting this. A further aspect of her work is to monitor global policy discussions and connect with ISEAL members to coordinate and develop their collective response to these developments. Ms. Tregurtha holds a Master's degree in economics from the University of Stellenbosch, South Africa.

Alan Yu

Alan Yu is the U.S. National Contact Point (NCP) for the OECD Guidelines for Multinational Enterprises regarding recommendations for responsible business conduct. NCPs promote public awareness of the Guidelines and help to resolve issues regarding implementation of the Guidelines in specific instances. Alan has been a career Foreign Service Officer with the State Department since 1989, and has served in Washington, Kabul, Tokyo, Beijing and Chengdu, China. He was also a Peace Corps volunteer in the Central African Republic. He received his Bachelors of Arts from the University of Michigan and his Masters in Public Policy from the University of California, Berkeley.

David Zaring

David Zaring is Assistant Professor of Law at the Wharton School of Business, University of Pennsylvania. He writes at the intersection of financial regulation, international law, and domestic administration. He has written over thirty articles, including publications in the NYU, Michigan, Virginia, and UCLA law reviews, and a number of international law journals. He obtained his J.D. from Harvard University and B.A. from Swarthmore College.