



In Short

Advertising & Privacy Disclosures
in a Digital World

Bios

Anna Bager

Anna Bager is Vice President and General Manager of the Mobile Marketing Center of Excellence at the Interactive Advertising Bureau. The Mobile Center, an independently funded and staffed unit inside the IAB, focuses on increasing the growth of the mobile marketing, advertising, and media marketplace. Prior to joining the IAB, Ms. Bager was the head of business intelligence at Ericsson Multimedia and the head of research at Ericsson's Business Consulting unit.

Jim Brock

Jim Brock founded and runs PrivacyChoice, the mission of which is to make privacy easier for online publishers and their users. PrivacyChoice offers a hosted privacy framework and policy creation tool for publishers, syndicated tracking control tools for web users, and privacy-data APIs. PrivacyChoice also offers privacyscore.com, which assesses and monitors privacy risk and qualifications across thousands of websites and apps. Mr. Brock's prior work includes founding Contributor, a content tracking platform, and leading a business division at Yahoo! Inc.

Susan Cooper

Susan Cooper is Lead Advertising and Product Counsel at Facebook, Inc., where she advises the business on marketing and promotions matters and on global issues related to Facebook's advertising products and programs. Prior to joining Facebook, Ms. Cooper was Senior Legal Director for Marketing, Advertising and Promotions at Yahoo! Inc. From 2003-2007, she was a staff attorney in the FTC's Division of Privacy and Identity Protection and its Office of International Affairs.

Lorrie Faith Cranor

Lorrie Faith Cranor is Associate Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University, and director of the CyLab Usable Privacy and Security Lab. She co-founded Wombat Security Technologies, Inc., and has authored more than 100 research papers on online privacy, usable security, phishing, and other topics. She has chaired the Platform for Privacy Preferences Project (P3P) Specification Working Group at the W3C, and served on boards, including the Electronic Frontier Foundation Board of Directors and the Future of Privacy Forum Advisory Board.



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Michelle De Mooy

Michelle De Mooy is Senior Associate for National Priorities with Consumer Action, a national nonprofit that empowers underrepresented consumers to assert their rights in the marketplace and financially prosper. Her work focuses primarily on enhancing consumer privacy (digital and health) on the Internet and in the mobile space by advancing pro-consumer policy and legislation, and on building dialogue between industry and other stakeholders to create innovative solutions.

Steve DelBianco

Steve DelBianco is Executive Director of NetChoice, a coalition of trade associations, e-commerce businesses, and online consumers that promotes convenience, choice, and commerce on the Internet. Its members include eBay, the Electronic Retailing Association, Expedia, Living Social, and Yahoo. Mr. DelBianco also represents business interests at the United Nations' Internet Governance Forum and at the Internet Corporation for Assigned Names and Numbers, where he is policy chair for the Business Constituency.

Pam Dixon

Pam Dixon is the founder and executive director of the World Privacy Forum. She has written numerous privacy studies, including a report on medical identity theft and the first major privacy report on digital signage, *The One-Way Mirror Society*. Ms. Dixon convened a meeting

of consumer and privacy groups that led to the original Do Not Track proposal. Most recently, she co-authored a reference guide, *Online Privacy*, and led the crafting of a civil society consensus document articulating baseline procedures for the Department of Commerce's consumer privacy process.

Jim Dudukovich

Jim Dudukovich is a member of the Legal Affairs Committee of the Word of Mouth Marketing Association, a nonprofit organization that advocates word of mouth marketing through best practices and industry education. He is also Marketing Counsel with Coca-Cola North America, where he negotiates sports and entertainment marketing transactions and counsels his business partners on advertising, marketing, sponsorship, and general intellectual property law issues.

Malcolm Faulds

Malcolm Faulds is Senior Vice President of Marketing at BzzAgent, Inc., a leading word of mouth media and marketing company. BzzAgent provides targeting and a social engagement platform that seeks to turn customers into influential brand advocates. Mr. Faulds is also Co-Chair of the Word of Mouth Marketing Association's Members Ethics Advisory Panel. He has almost 20 years of marketing experience, with prior roles at Valassis, Euro RSCG, Think New Ideas, and Yoyodyne Entertainment.



Stacey Ferguson

Stacey Ferguson is a lifestyle blogger, event producer, public speaker, freelance writer, and Chief Curator of the Be Blogalicious community and conferences celebrating diversity in social media. She is also the founder of Justice Fergie Lifestyle Media, a digital media and events company, and blogs at JusticeFergie.com. Until recently, Ms. Ferguson was also a staff attorney in the FTC's Division of Advertising Practices, where she focused on advertising issues related to the Internet and high-tech goods and services.

Linda Goldstein

Linda Goldstein is Chair of the Legal and Government Affairs Committee of the Promotion Marketing Association, a trade association that focuses on promotion marketing, digital marketing, shopper/retailer marketing, sponsorship, and experiential marketing. Ms. Goldstein is also a partner in and Chair of the Advertising, Marketing & Media Division of Manatt, Phelps & Phillips LLP, where she advises consumer products and services companies on the legal risks associated with advertising and marketing online.

Sally Greenberg

Sally Greenberg is Executive Director of the National Consumers League, a nonprofit advocacy organization that represents consumers and workers on marketplace and workplace issues. The League's focus is on fraud, child labor, LifeSmarts, health care, and

food safety and nutrition. Prior to joining the League, Ms. Greenberg worked at Consumers Union and the U.S. Department of Justice's Foreign Claims Settlement Commission, and also served as the Eastern States Civil Rights Counsel for the Anti-Defamation League.

Jim Halpert

Jim Halpert is General Counsel of the Internet Commerce Coalition, a nonprofit trade organization of leading Internet and e-commerce companies and trade associations, including Amazon, AT&T, Comcast, eBay, Google, Monster.com, Verizon, and US Telecom. Mr. Halpert is also a partner in DLA Piper's Communications, Electronic Commerce and Privacy practice, where he advises clients regarding compliance strategies for privacy and security regulations, industry best practices, and self-regulatory initiatives.

Jennifer King

Jennifer King is a Ph.D. candidate in Information Science at University of California Berkeley's School of Information. She studies privacy and human-computer interaction on mobile devices, on the Internet (e.g., on social networks), and in sensor networks (e.g., using technologies such as radio frequency identification). Ms. King, who holds a professional master's degree in information management and systems, worked in security and product management for several Internet companies prior to her research career.



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Sara Kloek

Sara Kloek is Director of Outreach for the Association for Competitive Technology (ACT), which represents thousands of small and mid-size app developers and information technology firms. Ms. Kloek coordinates ACT's activities at conferences and workshops addressing app developer issues and manages ACT's constituent communications program, connecting app makers to lawmakers. Prior to joining ACT, Ms. Kloek worked for Representative Collin Peterson of Minnesota, most recently as Legislative Assistant and Deputy Press Secretary.

Mark J. Odegard

Mark J. Odegard is Senior Corporate Counsel in the Legal Department of Best Buy Co., Inc., where he leads Best Buy's Advertising Legal Team for the U.S. His work focuses on advertising, business, and trademark issues in all media channels for Best Buy and its portfolio of brands, including print, online, mobile, SMS, social media, direct mail, and television/radio broadcast. Mr. Odegard also negotiates Best Buy's advertising, sponsorship, license, and marketing-related agreements.

David Schellhase

David Schellhase has been general counsel of Groupon, Inc. since June 2011. Before joining Groupon, he was general counsel of salesforce.com, inc. from 2002 to 2011.

Mr. Schellhase was also the general counsel of three other technology companies, two of them publicly-traded, and in-house counsel at Oracle Corporation. He is the author of the Corporate Law Department Handbook.

Susan Shook

Susan Shook is Associate General Counsel-Associate Director of Procter & Gamble Company. She leads the Global Privacy & Digital Law group, which focuses on marketing, e-commerce, and technology-related digital issues – from social media to cloud computing – and also on privacy issues across multiple stakeholder fronts, including consumers, employees, customers, and vendors. Previously, Ms. Shook worked in other legal divisions of P&G, in areas including trademarks/copyright, advertising law, and antitrust law.

Paul L. Singer

Paul L. Singer is Assistant Attorney General on the Internet and Privacy Team in the Consumer Protection Division of the Office of the Texas Attorney General. He specializes in the civil enforcement of state and federal laws relating to Internet-specific consumer protection issues. His caseload includes enforcing statutes relating to general deceptive trade practices committed online and Internet privacy, as well as statutes relating to spam, phishing, and spyware.



Kevin Trilli

Kevin Trilli is Vice President, Product, of TRUSTe, a provider of online privacy solutions designed to help businesses build trust and increase engagement across their online channels. Prior to joining TRUSTe, Mr. Trilli founded AssertID, a technology company that provides identity- and age-verification services for social networks, and he also worked at VeriSign, including as director of product management for the SSL, authentication, and security services business units. He holds multiple patents and patent applications in online identity and trust.

Svetlana N. Walker

Svetlana N. Walker is Corporate Counsel at The Clorox Company, where she oversees the Marketing Communications & Advertising Review Department. She advises on issues concerning advertising compliance, social media executions, branded entertainment, claim substantiation, and multi-platform marketing for the company's brands. Before joining The Clorox Company, Ms. Walker was an attorney in the private sector, where she advised corporate clients on matters relating to advertising regulation.

Robert Weissman

Robert Weissman is President of Public Citizen, a nonprofit consumer advocacy organization. Prior to joining Public Citizen, he worked with the corporate accountability organization Essential Action, the publication Multinational Monitor, and Commercial Alert. Commercial Alert, which aims to protect communities from excessive commercialism, has been merged into Public Citizen.

Ilana Westerman

Ilana Westerman is a Principal with Create with Context, Inc., a digital innovation firm focused on strategic research and design. Ms. Westerman is responsible for corporate development, as well as hands-on client work, including research, innovation, and design. She has also served as an adjunct faculty member at San José State University, where she taught graduate-level courses in the Industrial Systems Engineering/HFES program, and was an early member of Yahoo! Inc., where she helped build the Yahoo! User Experience team and led R&D teams.

Sheryl Ann Yamuder

Sheryl Ann Yamuder is Marketing and Advertising Counsel for Dunkin' Brands, Inc., where she provides counsel for all advertising and marketing activity through all media,

including emerging issues related to social media, user generated content, privacy and intellectual property. Her prior experience includes having served as Associate General Counsel for Publicis Groupe, as a Vice President for World Wrestling Entertainment, Inc., and as Vice President and Associate General Counsel for the National Geographic Society.



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