



### **Parry Aftab**

Parry Aftab is a privacy and security lawyer specializing in digital best practices. She advises industry leaders on safety, Internet, and wireless risk management issues. Ms. Aftab runs WiredTrust, a risk management consulting firm that advises industry and policymakers. WiredTrust's SociallySafe Seal certifies the most stringent best practice standards in the industry. While she is an expert on most risks for all demographic groups, she is best known as "the kids' Internet lawyer" for her devotion to children and families online. Ms. Aftab is the unpaid Executive Director of WiredSafety (home of StopCyberbullying.org), and is a regular on-air expert for the media. She serves on MTV's Advisory Board, Facebook's Safety Advisory Board, and the National Telecommunications and Information Administration's Online Safety Technology Working Group.

### **Mike F. Altschul**

As General Counsel for the Cellular Telecommunications Industry Association (CTIA), Mike Altschul is responsible for the Association's legal advocacy on behalf of the wireless industry, CTIA's compliance with antitrust and other applicable laws, and assistance 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 City. During his ten-year stint at the Justice Department, Mr. Altschul worked exclusively on communications matters, including the Modification of Final Judgment and the

General Telephone and Electronics Corporation decree, as well as related FCC filings and telecommunications industry mergers and acquisitions.

### **J. Beckwith Burr**

J. Beckwith ("Becky") Burr has been a partner in the Washington, DC office of WilmerHale since 1989. She currently is a part of the firm's Regulatory and Government Affairs Department and a member of the firm's Communications, Privacy and Internet Law Practice Group and Financial Institutions Practice Group. Ms. Burr is a veteran of the FTC and the National Telecommunications & Information Administration. She has both a regulatory and transactional practice focused on e-commerce, information technology, intellectual property licensing, and international regulation of communications and information technology.

### **Angela J. Campbell**

Angela Campbell has taught at Georgetown Law for 22 years, where she directs a clinical program, the Institute for Public Representation (IPR). Much of her clinical advocacy and scholarship concerns children and media. IPR filed comments in FTC proceedings concerning the implementation of COPPA, food marketing to children, and behavioral advertising. Professor Campbell's publications include *Restricting the Marketing of Junk Food to Children by Product Placement and Character Selling*, 39 Loyola of Los Angeles L. Rev. 447 (2006) and *Self-Regulation and the Media*, 51 Fed. Comm. L. J. 711 (1999). Prior to joining Georgetown Law, Professor Campbell was an attorney with

the Antitrust Division of the Department of Justice and an associate in private practice. She holds a Master of Laws degree from Georgetown, a Juris Doctorate from the University of California, Los Angeles, and a Bachelor of Arts from Hampshire College.

### **Jules Cohen**

Jules Cohen, Director of the Trustworthy Computing Group at Microsoft, joined Microsoft in 1998. He works across the company to develop and implement online privacy and safety policies and solutions. Mr. Cohen also collaborates with advocates, academics, industry partners, and others on policy issues related to all aspects of the online ecosystem. He has helped lead work on Microsoft's vision for identity management on the Internet, and he served as a Microsoft representative on the Internet Safety Technical Task Force, a group of companies, nonprofit organizations, and academics looking to develop effective tools and technologies to create a safer environment on the Internet for youth.

### **Maureen Cooney**

Maureen Cooney has over a decade of privacy experience and leadership as an attorney and policymaker in Washington, DC. She is known for public and private sector privacy roles in consumer protection, e-commerce, financial services, and national security. Ms. Cooney is Chief Privacy Officer and Vice President for Public Policy for TRUSTe. She has provided privacy advice as a consultant, attorney, and as Senior Policy Advisor for Global Privacy Strategies with the Centre for Information Policy Leadership. She also served in strategic positions in government at Treasury Department bureaus, the FTC, and at the Department of Homeland Security heading up the Privacy Office. Ms. Cooney is a member of the Advisory Board of the Future of Privacy Forum and is a Certified Privacy Practitioner with the International Association of Privacy Professionals.

### **Mary K. Engle**

Mary Engle directs the FTC'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 COPPA Rule. Ms. Engle joined the FTC as a staff attorney in 1990. She has held a number of management positions in the FTC's Bureau of Consumer Protection and served as an advisor to an FTC commissioner. She received her Bachelor's degree from Harvard University in 1983 and her Juris Doctorate from the University of Virginia School of Law in 1986.

### **Edward Felten**

Edward Felten is a professor of computer science and public affairs at Princeton University, and is the founding Director of Princeton's Center for Information Technology Policy. His research interests include computer security and privacy, especially relating to media and consumer products, and technology law and policy. Mr. Felten has published approximately eighty papers and two books. His research on topics such as web security, copyright and copy protection, and electronic voting has been covered extensively in the popular press. In 2004, *Scientific American* magazine named Mr. Felten to its list of fifty worldwide science and technology leaders. He is also a fellow of the Association for Computing Machinery. His weblog, [www.freedom-to-tinker.com](http://www.freedom-to-tinker.com), is widely read for its commentary on technology, law, and policy.

### **Dona J. Fraser**

Dona Fraser is Director of Privacy Online at the Entertainment Software Rating Board (ESRB), a nonprofit, self-regulatory body that independently assigns ratings, enforces advertising guidelines, and helps ensure responsible online privacy practices for the interactive entertainment software industry. As Director of Privacy

Online, a certified COPPA Safe Harbor seal program, Ms. Fraser advises member companies on how to overcome the everyday practical hurdles faced in developing and implementing responsible online privacy practices. She works closely with member companies on compliance with privacy protection laws in the U.S. and abroad, including COPPA, CAN-SPAM, Canada's Personal Information Protection and Electronic Documents Act, the Electronic Communications Privacy Act, and various E.U. laws, while developing sound information practices that foster consumer confidence in an online environment.

### **Matt Galligan**

Matt Galligan is the CEO and Co-Founder of Simple-Geo, based out of Boulder, Colorado, that provides ready-to-use geolocation infrastructure services for application developers. He previously founded Socialthing, a company that was chosen to be part of the inaugural year of TechStars. Socialthing.com launched in March 2008 at South by Southwest in Austin, Texas. The company was acquired five months later by AOL. Socialthing was later rebranded as AOL Lifestream. Mr. Galligan currently resides in Boulder, Colorado, and is an active member of the startup community there.

### **Jeffrey A. Greenbaum**

Jeffrey Greenbaum is a partner in the Advertising Group at Frankfurt Kurnit Klein & Selz, and is also the firm's Managing Partner. He counsels advertisers, media companies, and advertising agencies on a wide variety of advertising, marketing, branded entertainment, privacy, and intellectual property matters. Mr. Greenbaum has served as chair of the Committee on Consumer Affairs of the New York City Bar, and he currently serves on the Committee. He also chairs its annual "Hot Topics in Advertising" program. Mr. Greenbaum is a director of the Promotion Marketing Association, and served as Co-Chair of the 2007

PMA law conference. He has been recognized in *Best Lawyers*, *Chambers USA America's Leading Lawyers for Business*, *The Legal 500*, and *New York Super Lawyers*.

### **Christine N. Jones**

Christine Jones is responsible for all legal affairs of The Go Daddy Group, Inc., as well as the Domain Services, Network Abuse, Government Relations, Compliance and Legal departments. She has testified numerous times before U.S. Congressional Committees about various issues related to the Internet. She has also helped drive federal Internet-related legislation, including laws to keep the Web safe from child predators and rogue online pharmacies. Ms. Jones tweets on Internet-related legal topics @AttyJones.

### **Roslyn J. Kitchen**

"Roz" Kitchen is a partner with Cohen Silverman Rowan LLP, a recognized name in the promotion industry with a practice limited to promotion and marketing law for the last 40 years. Ms. Kitchen provides counsel to major promotion & marketing agencies and Fortune 100/500 clients on every aspect of national consumer promotions, including sweepstakes, skill contests, incentives, and consumer advertising offers, as communicated in all media, such as online promotions — especially those directed to children — and related privacy and intellectual property matters. She has lectured extensively across the country on these and other promotion-related topics.

### **Mamie Kresses**

Mamie Kresses is a senior attorney with the FTC's Division of Advertising Practices. She currently enforces the COPPA Rule, and has been lead counsel in several of the Commission's COPPA cases. In the areas of online advertising and consumer privacy, Ms. Kresses has been involved in obtaining orders against CyberSpy Software, LLC for unfair marketing of remotely deployed keylogger software, Direct Revenue

for deceptive, unauthorized installations of adware, Microsoft for misrepresentations regarding the privacy and security features of “Microsoft Passport,” and Eli Lilly for unauthorized disclosure of sensitive personal information. She received the Janet D. Steiger Award for her work as part of the FTC Spyware Team (2006) and the Outstanding Team Award for her work as part of the FTC Privacy Initiative Team (1998).

### **Susan Linn**

Susan Linn, Ed.D., is Director of the Campaign for a Commercial-Free Childhood and a psychologist at Harvard Medical School. She is an internationally recognized expert on the impact of media and marketing on children’s well-being. Her books, *The Case for Make Believe: Saving Play in a Commercialized World* and *Consuming Kids: The Hostile Takeover of Childhood*, have been praised in publications as diverse as *The Wall Street Journal*, *The Boston Globe*, and *Mother Jones*. An award winning ventriloquist, Dr. Linn appeared on the acclaimed children’s program *Mister Rogers Neighborhood* and pioneered the therapeutic use of puppets to help children cope with illness and hospitalization. In 2006, she received a Presidential Citation from the American Psychological Association for her work on behalf of children.

### **Phyllis H. Marcus**

Phyllis Marcus is a senior staff attorney in the FTC’s Division of Advertising Practices, where she focuses on children’s advertising issues. She is responsible for enforcing the COPPA Rule, and is currently conducting a review of the Commission’s Children’s Privacy Rule. Ms. Marcus has worked at the FTC since 1998, during which time she also has served as a Legal Advisor to the Director of the Bureau of Consumer Protection and as an attorney in the Division of Enforcement. Prior to joining the FTC, Ms. Marcus held positions as the Legal Director of The Appleseed Foundation, a litigation associate at Crowell

& Moring LLP, and a law clerk to the Honorable John C. Eldridge of the Maryland Court of Appeals.

### **Peter Maude**

As Chief Technology Officer of Crisp Thinking, Peter Maude oversees the entire product development and architecture for all solutions and forthcoming products. Mr. Maude has expertise in systems integration, security, advanced web technologies, CRM, and mobile applications. He has worked as the lead software architect on a number of major online games and virtual worlds, including Dubit, where he developed its ground-breaking GAML platform, the pioneering markup language for virtual worlds that allowed, for the first time, all actions and game content to be scripted.

### **Jeff J. McIntyre**

Jeff McIntyre is the Director of National Policy for Children Now, a child advocacy organization that champions the needs of children, with a successful combination of research and advocacy. Mr. McIntyre serves as Chair of the Children’s Media Policy Coalition, and chaired the public health committee of the FCC’s Task Force on Media and Childhood Obesity. He sits on the Advisory Board for PBS Kids Next Generation Media and the Children’s Digital Media Center. He has testified before the U.S. Senate and House of Representatives, the National Academy of Sciences, the FTC, and the National Institutes of Medicine concerning children and media issues, and was recognized as ‘Chairperson of the Day’ at the World Summit on Media and Children in South Africa.

### **Sheila A. Millar**

Sheila Millar is a partner with the law firm of Keller and Heckman LLP, where she works with corporate and association clients on a variety of regulatory and public policy issues, including advertising, privacy, and

product safety. Ms. Millar is a long-time member of the Supporters Council of the Children's Advertising Review Unit and is active in the International Chamber of Commerce Marketing and Advertising Commission. Ms. Millar received her Juris Doctorate from the American University and her Bachelor's degree from Bryn Mawr College.

### **Kathryn Montgomery**

Kathryn Montgomery is a professor in the School of Communication at American University. During the 1990s, as President and Co-Founder of the nonprofit Center for Media Education, she spearheaded the campaign that led to passage of COPPA. She is currently co-principal investigator on a project funded by the Robert Wood Johnson Foundation to study digital marketing practices and youth. In addition to numerous articles and reports, Professor Montgomery has written two books: *Target: Prime Time Advocacy Groups and the Struggle over Entertainment Television* and *Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet*. She holds a Ph.D. in Film and Television Studies from the University of California, Los Angeles.

### **John B. Morris, Jr.**

John Morris is General Counsel at the Center for Democracy & Technology (CDT), and is the Director of its Internet Standards, Technology and Policy Project. Prior to joining CDT in 2001, Mr. Morris was a partner in the law firm of Jenner & Block. At both CDT and Jenner, Mr. Morris has litigated groundbreaking cases in Internet and First Amendment law. Since 2001, Mr. Morris has been actively involved in the intersection of public policy and technical standards, working on privacy and other issues in both the Internet Engineering Task Force and the World Wide Web Consortium, and he is a co-author of a number of Internet Engineering Task Force standards documents. Mr. Morris received his Bachelor of Arts

from Yale University and his Juris Doctorate from Yale Law School.

### **Izzy Neis**

Izzy Neis is the Director of User Engagement at Gazillion Entertainment in San Mateo, California, where she aids in the creation of entertaining and safe new gaming experiences for youth and family brands online. She has been a strong voice in the industry through her blog, [www.izzyneis.com](http://www.izzyneis.com), often speaking about safety, engagement, and practice in online media and virtual worlds for youth.

### **Rebecca Newton**

As Chief Community & Safety Officer at Mind Candy Ltd., Rebecca Newton is primarily responsible for developing, implementing, and managing public policy, community, customer services, moderation, and safety efforts across a diverse range of services for young people, including Moshimonsters.com, which has over 19 million registered users. After 16 years in survey research at RTI International, Ms. Newton began her online career at AOL in 1994 where she was responsible for AOL's Community Leader Recruitment, Orientation, Education, and Guide programs. She spent six years as the Community & Safety Director at Sulake Inc. for Habbo's 24 international teen sites. Ms. Newton serves as a member of the UK Council for Child Internet Safety, Internet Watch Foundation, and Safe Internet Alliance. She also serves as Safety Advisor to Crisp Thinking.

### **Martine Nijadlik**

Martine Nijadlik is head of Risk and Compliance at BOKU, Inc. and brings over 15 years of experience creating and leading risk management, fraud prevention, and analytics for payment leaders across the Web. Prior to BOKU, she spent over five years at PayPal and eBay, where she managed the team responsible for proactive detection of fraud, credit risk, and policy

compliance. She joined Amazon.com in 1999 as part of the Accept.com acquisition and thereafter was an instrumental player in the design and development of Amazon's risk detection engine, covering payments for both the company's retail site and its payments platform. Ms. Niejadlik is also a founding member of the Merchant Risk Council, a group working together to protect users on the Web.

### **Paul Ohm**

Paul Ohm is an Associate Professor of Law at the University of Colorado Law School. He writes in the areas of information privacy, computer crime law, intellectual property, and criminal procedure. Previously, Professor Ohm worked for the U.S. Department of Justice's Computer Crime and Intellectual Property Section as an Honors Program trial attorney. Prior to law school, Professor Ohm worked for several years as a computer programmer and network systems administrator, and before that he earned undergraduate degrees in computer science and electrical engineering.

### **Gwenn Schurgin O'Keeffe**

Gwenn Schurgin O'Keeffe, MD, FAAP, is a pediatrician and social media expert, and she is CEO of Pediatrics Now, a group dedicated to digital safety and information, anchored by [www.pediatricsnow.com](http://www.pediatricsnow.com). Dr. O'Keeffe is nationally respected for her expertise on digital issues with children. She is a Fellow and National Spokeswoman of the American Academy of Pediatrics (AAP) and is on the AAP's Executive Committee of the Council of Communications and Media. She also serves on Symantec's Advisory Council for OnlineFamily.Norton. Past speaking engagements include: AAP National Conference & Exhibition, National Association of Medical Communicators, Plymouth State College, and the Family Online Safety Institute. Her first book, *Cyber Safe, Savvy and Sound*, will launch October 2010.

### **Jules Polonetsky**

Jules Polonetsky has served since November 2008 as Co-chair and Director of the Future of Privacy Forum, a think tank seeking to improve the state of online privacy by advancing responsible data practices. His previous roles have included serving as Chief Privacy Officer at AOL and before that at DoubleClick, as Consumer Affairs Commissioner for New York City, as an elected New York State Legislator, as a congressional staffer, and as an attorney. He has served on the boards of groups such as TRUSTe, the International Association of Privacy Professionals, the Network Advertising Initiative, the Privacy Projects, and the Better Business Bureau (NY Region). His writing and research can be found at [www.futureofprivacy.org](http://www.futureofprivacy.org).

### **Richard Quaresima**

Rick Quaresima is an Assistant Director in the FTC's Division of Advertising Practices, where he works primarily on Internet advertising issues. Mr. Quaresima has been with the FTC's Bureau of Consumer Protection since 1990 and has prosecuted a wide array of civil fraud cases as a staff attorney and criminal fraud cases as a Special Assistant U.S. Attorney in the Eastern District of Tennessee. He has also served as legal advisor to FTC Bureau Directors Jodie Bernstein and Howard Beales, and as the Chief of the FTC's Criminal Liaison Unit.

### **Jessica Rich**

Jessica Rich is currently Deputy Director of the FTC's Bureau of Consumer Protection. Prior to that, she served for 11 years as Assistant and then Associate Director in the FTC's Division of Privacy and Identity Protection, handling or overseeing 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 Children's Online Privacy, Safeguards, Disposal, 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. Earlier in her career, Ms. Rich served as Counsel to the Bureau Director and was an attorney in private practice.

### **Guilherme C. Roschke**

Guilherme Roschke is a staff attorney and teaching fellow at the Institute for Public Representation (IPR) at Georgetown Law Center. Mr. Roschke’s work at IPR focuses on children’s media and privacy issues before the FTC and FCC. He has a Juris Doctorate from The George Washington University Law School. Following law school, he was awarded a Skadden Fellowship at the Electronic Privacy Information Center in Washington, DC. His fellowship focused on protecting the privacy of victims of domestic violence, and included individual representation, technical assistance and policy work. Following his fellowship, Mr. Roschke was a staff attorney at the American Bar Association Commission on Domestic Violence, where he provided technical advice and developed trainings for lawyers. He is a member of the District of Columbia and New York bars.

### **Michelle Rosenthal**

Michelle Rosenthal is an attorney in the FTC’s Division of Advertising Practices. Prior to joining the division, Ms. Rosenthal worked in the FTC’s Division of Privacy and Identity Protection and the Office of Policy Planning. She has worked primarily on advertising and privacy matters, with a specific focus on behavioral advertising, policy matters surrounding personally identifiable information, 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 in private practice. Ms. Rosenthal received her Bachelor’s degree from the University of Florida and her Juris Doctorate from George Washington University Law School.

### **Heidi C. Salow**

Heidi Salow is Of Counsel in the DC office of DLA Piper. Ms Salow handles cutting-edge privacy and data security, intellectual property, and e-commerce issues. She also has extensive experience in legislative advocacy, commercial transactions and litigation. She formerly served as Senior Counsel and Director for Sprint Nextel Corporation, representing the corporation before federal and state governmental agencies and industry associations, such as the FCC, FTC, and the Cellular Telecommunications Industry Association (CTIA). She has testified before state Public Utilities Commissions, worked closely with state Attorneys General, drafted and negotiated state and federal privacy and e-commerce legislation, and filed comments in numerous FCC and FTC proceedings. Ms. Salow advises numerous clients on COPPA, and works closely with Website development teams to ensure compliance.

### **Alan Simpson**

Alan Simpson is Vice President of policy for Common Sense Media, a nonprofit organization dedicated to improving the media lives of kids and families. Mr. Simpson’s background combines experience as an advocate for children and education issues, as well as work within media organizations. Prior to joining Common Sense Media, he worked at the National Association for the Education of Young Children and at Voices for Illinois Children, an advocacy organization in Chicago. He also has worked at National Public Radio and C-SPAN in Washington, DC.

## **John Smedley**

John Smedley is President of Sony Online Entertainment (SOE). Mr. Smedley is responsible for the company's overall vision and growth, and management of SOE's hundreds of employees. Mr. Smedley has over a decade's worth of experience in the interactive entertainment industry, including positions with ATG, Knight Technologies and five years with 989 Studios as Director of Development. He was instrumental in creating and developing the original EverQuest, and was Co-Founder of Verant Interactive, Inc., which became SOE after it was purchased by Sony Pictures Entertainment in 2000. Under his leadership, SOE has grown from a small developer with a single online PC game to an industry leader with hundreds of thousands of subscribers and multiple titles published on the PC, PlayStation 2, PSP, wireless and handheld platforms.

## **Phyllis Spaeth**

Phyllis Spaeth is the Associate Director of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus. She came to CARU after serving for ten years as head of the New York State Attorney General's Hazardous Products Task Force. Over the course of her career at the Attorney General's office, Ms. Spaeth worked closely with the FDA, the FTC, the CPSC, the EPA, and Attorneys General nationwide. A graduate of CCNY and the University of Pennsylvania Law School, Ms. Spaeth began her legal career as a litigator, serving as a criminal defense trial attorney for the Legal Aid Society.

## **Denise Tayloe**

Denise Tayloe is the CEO and Co-Founder of Privacy Vaults Online, Inc. d/b/a Privo, which is also an FTC approved safe harbor certifier of companies' compliance with COPPA. Ms. Tayloe is a recognized leader and authority in identity and permission management and has been an invited speaker at numerous conferences on children's privacy. She conducts private workshops to help companies understand the intricacies of COPPA and how to maintain customer relationships within legal boundaries and industry best practices. In addition to being an approved safe harbor provider, Privo is a third party provider of children's identity protection and parental permission management software and services delivered using its PrivoLock™ solution suite.

## **Michael Warnecke**

Michael Warnecke is Senior Policy Counsel at the Entertainment Software Association (ESA), where he has worked since 2007. The ESA is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish computer and video games. Mr. Warnecke is a graduate of the George Washington University Law School.

## **Ron Zayas**

Ron Zayas is Founder and CEO of eGuardian, which provides a range of services to parents for managing their children's online activities. Prior to founding eGuardian, Mr. Zayas was Founder and CEO of the marketing implementation company, 360 Business Consulting, and also founded one of the nation's first digital graphics companies, Expressions Unlimited.