

The logo for 'The Big Picture' features the words 'The Big Picture' in a large, bold, blue sans-serif font. The word 'The' is smaller and positioned to the left of 'Big'. 'Big' is the largest word, and 'Picture' is below it. The text is set against a light blue gradient background that is part of a larger rectangular graphic.

# The Big Picture

Comprehensive Online Data Collection

# Agenda

December 6, 2012

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**9:00**

## **Opening Remarks**

**Commissioner Brill**

Federal Trade Commission

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**9:15**

## **The Technological Landscape of Comprehensive Data Collection**

In this presentation, Professor Dan Wallach of Rice University will explain the current technological means through which consumers' online activities can be collected and the limits to that technology. He will explore which types of entities have the ability, should they choose, to collect data about consumers' online activities in order to create comprehensive profiles. He will also describe current and possible future uses for such profiles.

**Dan Wallach**

Rice University

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**10:00**

## **Break**

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**10:15**

## **Benefits and Risks of Comprehensive Data Collection**

This panel will explore both the benefits to consumers from the technologies that allow comprehensive data collection as well as the various privacy concerns associated with the ability to track all, or virtually all, of a consumer's online activities. The panel will discuss: 1) the products and services these technologies create or enable, 2) the types of information that can be collected and how that information is used, and 3) the associated benefits and privacy risks.

(previous panel continued)

**PANELISTS:**

**Michael Altschul**

Senior Vice President and General Counsel  
CTIA

**Howard Beales**

Professor  
George Washington University

**Markham C. Erickson**

General Counsel  
The Internet Association

**Neil Richards**

Professor  
Washington University in St. Louis  
School of Law

**Ashkan Soltani**

Independent Researcher and Consultant

**Lee Tien**

Senior Staff Attorney  
Electronic Frontier Foundation

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**12:00**

**Lunch**

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**1:30**

**Remarks**

**Commissioner Ohlhausen**

Federal Trade Commission

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**1:45**

**Consumer Attitudes about and Choice with respect to Comprehensive Data Collection**

This panel will examine consumer attitudes and knowledge about comprehensive data collection and the role of consumer choice and transparency. Panelists will discuss: 1) what consumers know about the comprehensive data collection that can or does occur; 2) what consumer should be told about such collection; 3) what choices consumers should have about such collection; and 4) whether there are competitive alternatives in order to make choices meaningful.

**PANELISTS:**

**Alessandro Acquisti**

Professor  
Carnegie Mellon University

**Christopher Calabrese**

Legislative Counsel  
American Civil Liberties Union

**Lorrie Faith Cranor**

Professor  
Carnegie Mellon University

**Michael Hintze**

Associate General Counsel  
Microsoft

**Stuart Ingis**

Counsel  
Digital Advertising Alliance

**3:00**

**Break**

**3:15**

## **The Future of Comprehensive Data Collection**

This panel will focus on potential next steps for industry and policy makers in the area of comprehensive data collection. In particular, panelists will discuss what standards should apply to comprehensive data collection and whether the market can provide alternatives for consumers who wish to avoid such collection.

### **PANELISTS:**

**Lisa Campbell**

Deputy Commissioner  
Fair Business Practices Branch  
Competition Bureau  
Canada

**Alissa Cooper**

Chief Computer Scientist  
Center for Democracy and Technology

**Jim Halpert**

DLA Piper  
General Counsel to Internet Commerce  
Coalition

**Chris Jay Hoofnagle**

Director  
Information Privacy Programs  
Berkeley Center for Law & Technology  
Berkeley School of Law

**Tom Lenard**

President and Senior Fellow  
Technology Policy Institute

**Randal C. Picker**

Professor  
University of Chicago School of Law

**Sid Stamm**

Lead Privacy Engineer  
Mozilla

