



# Agenda

December 7, 2009

**7:45**      **Conference Center Open**

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**8:30-8:45**    **Welcome**

**8:45-9:00**    **Introductory remarks:** Chairman Jon Leibowitz

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**9:00-9:15**    **Introduction:** Richard M. Smith, Boston Software Forensics

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**9:15-10:45**    **Panel 1: Benefits and Risks of Collecting, Using, and Retaining Consumer Data**

**Moderators:** Jeffrey Rosen, The George Washington University Law School  
Chris Olsen, Division of Privacy and Identity Protection, FTC

**Panelists:**

Anita Allen, Professor of Law and Philosophy, University of Pennsylvania Law School  
Alessandro Acquisti, Associate Professor, Carnegie Mellon University, Heinz College  
Susan Grant, Director of Consumer Protection, Consumer Federation of America  
Jim Harper, Director of Information Policy Studies, The Cato Institute  
Leslie Harris, President, CEO, Center for Democracy & Technology  
Michael Hintze, Associate General Counsel, Microsoft Corporation  
David Hoffman, Director of Security Policy, Global Privacy Officer, Intel Corporation  
Richard Purcell, CEO, Corporate Privacy Group

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**10:45-11:00**    **Break**

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## 11:00-12:15 Panel 2: Consumer Expectations and Disclosures

**Moderators:** Loretta Garrison and Chris Olsen,  
Division of Privacy and Identity Protection, FTC

**Panelists:**

Lorrie Faith Cranor, Associate Professor of Computer Science, Carnegie Mellon University

Alan Davidson, Director, U.S. Public Policy and Government Affairs, Google

Joel Kelsey, Policy Analyst, Consumers Union

Jules Polonetsky, Co-Chair, Director, Future of Privacy Forum

Adam Thierer, President, The Progress & Freedom Foundation

Joseph Turow, Professor of Communication, University of Pennsylvania,  
Annenberg School for Communication

Alan Westin, Professor Emeritus of Public Law and Government, Columbia University

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12:15-1:15      **Lunch**

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1:15 – 1:25      **Remarks:** Commissioner Pamela Jones Harbour

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1:25 – 1:30      **Introduction:** Richard M. Smith, Boston Software Forensics

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## 1:30-2:45      Panel 3: Online Behavioral Advertising

**Moderators:** Peder Magee and Michelle Rosenthal,  
Division of Privacy and Identity Protection, FTC

**Panelists:**

Jeff Chester, Executive Director, Center for Digital Democracy

Amina Fazlullah, Counsel, U.S. PIRG

Dave Morgan, CEO, Simulmedia, Inc.

Zoë Strickland, Vice President, Chief Privacy Officer, Walmart

Berin Szoka, Director, Center for Internet Freedom, The Progress & Freedom Foundation

Omar Tawakol, CEO, BlueKai

Craig Wills, Associate Professor, Computer Science, Worcester Polytechnic Institute

Linda Woolley, Executive Vice President, Government Affairs, Direct Marketing Association

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2:45-3:00      **Break**

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### **3:00-4:15 Panel 4: Information Brokers**

**Moderators:** Kathryn Ratté and Loretta Garrison,  
Division of Privacy and Identity Protection, FTC

**Panelists:**

Jim Adler, Chief Privacy Officer, General Manager of Systems, Intelius  
Jennifer Barrett, Global Privacy and Public Policy Officer, Acxiom  
Pam Dixon, Executive Director, World Privacy Forum  
Rick Erwin, President, Experian Marketing Services  
Chris Jay Hoofnagle, Lecturer in Residence, University of California Berkeley,  
School of Law

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### **4:15-4:30 Break**

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### **4:30-5:45 Panel 5: Exploring Existing Regulatory Frameworks**

**Moderators:** Jessica Rich, Deputy Director, Bureau of Consumer Protection  
Peder Magee and Kathryn Ratté,  
Division of Privacy and Identity Protection, FTC

**Panelists:**

J. Howard Beales III, Associate Professor, George Washington University School of  
Business  
Fred Cate, Professor, Director of the Center for Applied Cybersecurity Research,  
Indiana University School of Law - Bloomington  
Charles Curran, Executive Director, Network Advertising Initiative  
Michael Donohue, Policy Analyst, Organisation for Economic Co-operation and  
Development  
Evan Hendricks, Editor and Publisher, Privacy Times  
Barbara Lawler, Chief Privacy Officer, Intuit  
Marc Rotenberg, President, Executive Director, Electronic Privacy Information Center  
Ira Rubinstein, Adjunct Law Professor, New York University School of Law

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**5:45-6:00 Closing remarks:** David C. Vladeck, Director, Bureau of Consumer  
Protection