

Agenda

June 2, 2010

7:30 **Conference Center Open**

8:45 **Welcome**

8:50 **Opening Remarks**
David C. Vladeck, Director
Bureau of Consumer Protection, FTC

9:00 **Panel One:**
The Application of COPPA's Definitions of "Internet," "Website," and
"Online Service" to New Devices and Technologies

MODERATORS:

Mary K. Engle

Associate Director, Division of Advertising Practices, FTC

Phyllis H. Marcus

Division of Advertising Practices, FTC

PANELISTS:

Michael F. Altschul

Senior Vice President and
General Counsel, CTIA

Angela Campbell

Professor, Institute for Public
Representation, Georgetown
University Law Center

Edward Felten

Director & Professor of Computer Science &
Public Affairs, Center for Information
Technology Policy, Princeton University

Jeff J. McIntyre

Director of National Policy,
Children Now

John B. Morris, Jr.

General Counsel & Director,
Internet Standards, Technology and Policy
Project, Center for Democracy & Technology

Michael Warnecke

Senior Policy Counsel,
Entertainment Software Association

10:30 **Break**

10:45 **Panel Two:**
The “Actual Knowledge” Standard in Today’s Online Environment

MODERATORS:

Richard Quaresima

Assistant Director, Division of Advertising Practices, FTC

Mamie Kresses

Division of Advertising Practices, FTC

PANELISTS:

J. Beckwith (“Becky”) Burr

Partner, WilmerHale

Jeffrey Greenbaum

Partner, Frankfurt Kurnit Klein & Selz, PC

Christine N. Jones

General Counsel, The Go Daddy Group, Inc.

Gwenn Schurgin O’Keeffe, MD, FAAP

Council on Communications and Media,
American Academy of Pediatrics

Guilherme C. Roschke

Graduate Fellow, Institute for
Public Representation,
Georgetown University Law Center

Phyllis B. Spaeth

Associate Director, Children’s Advertising
Review Unit, Council of Better Business Bureaus

Phil Terzian

Senior Director, Government Affairs,
Activision Blizzard, Inc.

12:00 **Lunch**

1:15 **Panel Three:**
COPPA’s Definition of “Personal Information”

MODERATORS:

Jessica Rich

Deputy Director, Bureau of Consumer Protection, FTC

Michelle Rosenthal

Division of Advertising Practices, FTC

(Panel Three continued)

PANELISTS:

Maureen Cooney
Chief Privacy Officer, TRUSTe

Matt Galligan
Founder & CEO, SimpleGeo

Sheila A. Millar
Partner, Keller and Heckman LLP

Kathryn C. Montgomery
Professor, School of Communication,
American University

Paul Ohm
Professor, University of Colorado Law School

Jules Polonetsky
Director, Future of Privacy Forum

Heidi C. Salow
Of Counsel, DLA Piper

2:45

Break

3:00

Panel Four:
Emerging Parental Verification Access and Methods

MODERATORS:

Mamie Kresses
Division of Advertising Practices, FTC

Phyllis H. Marcus
Division of Advertising Practices, FTC

PANELISTS:

Jules Cohen
Senior Trustworthy Computing Specialist,
Microsoft

Rebecca Newton
Chief Community & Safety Officer,
Mind Candy, Inc.

Martine Niejadlik
Senior Director, Risk & Business Intelligence,
BOKU

Alan Simpson
Vice President of Policy, Common Sense Media

Denise Tayloe
President, Privo, Inc.

Ron Zayas
CEO, eGuardian

4:15

Panel Five:
COPPA's Exceptions to Parental Consent

MODERATORS:

Phyllis H. Marcus

Division of Advertising Practices, FTC

Mamie Kresses

Division of Advertising Practices, FTC

PANELISTS:

Parry Aftab

Director, Wired Safety and Wired Trust, Inc.

Dona Fraser

Director, Privacy Online,
Entertainment Software Rating Board

Roslyn J. Kitchen

Partner, Cohen Silverman Rowan LLP

Susan Linn

Director, Campaign for a
Commercial-Free Childhood

Peter Maude

Chief Technology Officer, Crisp Thinking

Izzy Neis

Director of User Engagement,
Gazillion Entertainment

John Smedley

President, Sony Online Entertainment

5:15

Closing Remarks
