### Agenda

**June 2, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:30</td>
<td><strong>Conference Center Open</strong></td>
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<tr>
<td>8:45</td>
<td><strong>Welcome</strong></td>
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<td>8:50</td>
<td><strong>Opening Remarks</strong></td>
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<td></td>
<td>David C. Vladeck, Director</td>
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<td></td>
<td>Bureau of Consumer Protection, FTC</td>
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<td>9:00</td>
<td><strong>Panel One:</strong></td>
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<td></td>
<td>The Application of COPPA’s Definitions of “Internet,” “Website,” and “Online Service” to New Devices and Technologies</td>
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#### MODERATORS:

- **Mary K. Engle**
  - Associate Director, Division of Advertising Practices, FTC
- **Phyllis H. Marcus**
  - Division of Advertising Practices, FTC

#### PANELISTS:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Institution</th>
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<tbody>
<tr>
<td>Michael F. Altschul</td>
<td>Senior Vice President and General Counsel, CTIA</td>
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<tr>
<td>Angela Campbell</td>
<td>Professor, Institute for Public Representation, Georgetown University Law Center</td>
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<tr>
<td>Edward Felten</td>
<td>Director &amp; Professor of Computer Science &amp; Public Affairs, Center for Information Technology Policy, Princeton University</td>
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<tr>
<td>Jeff J. McIntyre</td>
<td>Director of National Policy, Children Now</td>
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<tr>
<td>John B. Morris, Jr.</td>
<td>General Counsel &amp; Director, Internet Standards, Technology and Policy Project, Center for Democracy &amp; Technology</td>
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<tr>
<td>Michael Warnecke</td>
<td>Senior Policy Counsel, Entertainment Software Association</td>
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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
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