The FTC’s Approach to Consumer Privacy
April 9, 2019

9:00-9:05 am  Welcome and Introductory Remarks

Jim Trilling
Federal Trade Commission, Division of Privacy and Identity Protection

9:05-9:20 am  Opening Remarks

Joseph J. Simons, Chairman
Federal Trade Commission

9:20-10:30 am  Goals of Privacy Protection

Participants:

Neil Chilson  
Senior Research Fellow for Technology & Innovation  
Charles Koch Institute

Alastair Mactaggart  
Chairman  
Californians for Consumer Privacy

Paul Ohm  
Professor of Law  
Georgetown University Law Center

Moderator:

James Cooper  
Federal Trade Commission, Bureau of Consumer Protection

10:30-10:45 am  Break
The Data Risk Spectrum: From De-Identified Data to Sensitive Individually Identifiable Data

Participants:

Deven McGraw  
General Counsel &  
Chief Regulatory Officer  
Ciitizen

Jules Polonetsky  
CEO  
Future of Privacy Forum

Michelle Richardson  
Director, Privacy & Data Project  
Center for Democracy & Technology

Aoife Sexton  
Chief Privacy Officer  
Trúata

Shane Wiley  
Chief Privacy Officer  
Cuebiq

Moderators:

Cora Han  
Federal Trade Commission, Division of Privacy and Identity Protection

Elisa Jillson  
Federal Trade Commission, Division of Privacy and Identity Protection

12:00-1:00 pm  
Lunch Break

1:00-1:15 pm  
Remarks

Noah Joshua Phillips, Commissioner  
Federal Trade Commission
1:15-2:15 pm

**Consumer Demand and Expectations for Privacy**

**Participants:**

**Lorrie Faith Cranor**
Professor of Computer Science, Engineering and Public Policy
Carnegie Mellon University

**Avi Goldfarb**
Professor of Marketing, Rotman Chair in Artificial Intelligence and Healthcare
University of Toronto, Rotman School of Management

**Ariel Fox Johnson**
Senior Counsel, Policy and Privacy
Common Sense

**Jason Kint**
CEO
Digital Content Next

**Laura Pirri**
Senior Legal Director and Data Protection Officer
Fitbit

**Heather West**
Senior Policy Manager
Mozilla

**Moderators:**

**Daniel Gilman**
Federal Trade Commission, Office of Policy Planning

**Laura Riposo VanDruff**
Federal Trade Commission, Division of Privacy and Identity Protection
Current Approaches to Privacy, Part 1

Participants:

Fred Cate  
Vice President for Research,  
Distinguished Professor,  
and C. Ben Dutton Professor of Law  
Indiana University

Margot Kaminski  
Associate Professor  
University of Colorado Law School

Laura Moy  
Executive Director  
Center on Privacy & Technology  
Georgetown University Law Center

Markus Heyder  
Vice President  
and Senior Policy Counselor  
Centre for Information Policy  
Leadership, Hunton Andrews Kurth LLP

David LeDuc  
Vice President, Public Policy  
Network Advertising Initiative

Shaundra Watson  
Senior Director, Policy  
BSA | The Software Alliance

Moderators:

Jared Ho  
Federal Trade Commission, Division of Privacy and Identity Protection

Laura Riposo VanDruff  
Federal Trade Commission, Division of Privacy and Identity Protection

3:30-3:45 pm  
Break
3:45-5:00 pm  
**Current Approaches to Privacy, Part 2**

**Participants:**

- **Lothar Determann**  
  Partner  
  Baker McKenzie

- **Jay Edelson**  
  Founder & CEO  
  Edelson PC

- **Rebecca S. Engrav**  
  Partner  
  Perkins Coie

- **Alan Raul**  
  Partner  
  Sidley Austin LLP

- **Tracy Shapiro**  
  Partner  
  DLA Piper

**Moderators:**

- **Andrea Arias**  
  Federal Trade Commission, Division of Privacy and Identity Protection

- **Elisa Jillson**  
  Federal Trade Commission, Division of Privacy and Identity Protection

5:00-5:05 pm  
**Closing Remarks**

- **Jim Trilling**  
  Federal Trade Commission, Division of Privacy and Identity Protection