

# Hearings on Competition and Consumer Protection in the 21st Century

An FTC Event | Constitution Center | April 9-10, 2019



## The FTC's Approach to Consumer Privacy April 9, 2019

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

**Jim Trilling**

Federal Trade Commission, Division of Privacy and Identity Protection

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### 9:05-9:20 am **Opening Remarks**

**Joseph J. Simons, Chairman**

Federal Trade Commission

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### 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

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### 10:30-10:45 am **Break**

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10:45 am-  
12:00 pm

## The Data Risk Spectrum: From De-Identified Data to Sensitive Individually Identifiable Data

### Participants:

**Deven McGraw**  
General Counsel &  
Chief Regulatory Officer  
Citizen

**Jules Polonetsky**  
CEO  
Future of Privacy Forum

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

**Aoife Sexton**  
Chief Privacy Officer  
Trūata

**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

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12:00-1:00 pm

## Lunch Break

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1:00-1:15 pm

## Remarks

**Noah Joshua Phillips, Commissioner**  
Federal Trade Commission

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## 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

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2:15-3:30 pm

## Current Approaches to Privacy, Part 1

### Participants:

**Fred Cate**

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

**Markus Heyder**

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

**Margot Kaminski**

Associate Professor  
University of Colorado Law School

**David LeDuc**

Vice President, Public Policy  
Network Advertising Initiative

**Laura Moy**

Executive Director  
Center on Privacy & Technology  
Georgetown University Law Center

**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

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3:30-3:45 pm

## Break

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## 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

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

**Jim Trilling**

Federal Trade Commission, Division of Privacy and Identity Protection