



THE FUTURE OF THE COPPA RULE

an FTC Workshop
October 7, 2019 | Washington, DC

8:30 am **Registration**

9:00 am **Introductory Remarks**
Jim Trilling
Division of Privacy & Identity Protection, FTC

9:05 am **Opening Remarks**
Christine S. Wilson
Commissioner, FTC

9:15 am **Presentation**
Dr. Jenny Radesky
Developmental Behavioral Pediatrician & Assistant Professor of Pediatrics,
University of Michigan Medical School

“The Digital Playground: App Design, Data Collection, and Policy Implications”

9:30 am **Panel 1: State of the World in Children’s Privacy**

Panelists:

Phyllis Marcus

Partner, Hunton Andrews Kurth LLP

Laura Moy

Associate Professor & Associate Director, Center on Privacy & Technology,
Georgetown University Law Center

Jo Pedder

Head of Regulatory Strategy, United Kingdom Information Commissioner’s Office

Claire Quinn

Vice President, Compliance, PRIVO

Dr. Jenny Radesky

Developmental Behavioral Pediatrician & Assistant Professor of Pediatrics,
University of Michigan Medical School

Janne Salminen

Senior Legal Counsel, Rovio Entertainment Corporation

Moderators:

Peder Magee & Jim Trilling, Division of Privacy & Identity Protection, FTC

10:50 am **Break**

11:05 am **Remarks**
Noah Joshua Phillips
Commissioner, FTC

11:15 am **Panel 2: Scope of the COPPA Rule**

Panelists:

Parry Aftab

Executive Director, The Cybersafety Group

Malik Ducard

Vice President of Content Partnerships, YouTube

James Dunstan

General Counsel, TechFreedom

Dona Fraser

Vice President, Children’s Advertising Review Unit, BBB National Programs, Inc.

Josh Golin

Executive Director, Campaign for a Commercial-Free Childhood

Don McGowan

Chief Legal Officer & Business Affairs, The Pokémon Company International

Moderators:

Peder Magee & Maneesha Mithal, Division of Privacy & Identity Protection, FTC

12:30 pm **Lunch Break**

1:30 pm **Presentation**
Morgan Reed
President, ACT | The App Association

“Developers and COPPA: Their Real-World Experience”

1:45 pm

Panel 3: Definitions, Exceptions, and Misconceptions

Panelists:

John E. Ahrens

CEO, Veratad Technologies, LLC

Ariel Fox Johnson

Senior Counsel, Policy & Privacy, Common Sense Media

Sheila A. Millar

Partner, Keller & Heckman LLP

Samantha Vargas Poppe

Principal, Equity Matters, LLC

Morgan Reed

President, ACT | The App Association

Steve Smith

CIO, Cambridge Public Schools, Massachusetts

Amelia Vance

Senior Counsel & Director of Education Privacy, Future of Privacy Forum

Moderators:

Kristin Cohen & Jim Trilling, Division of Privacy & Identity Protection, FTC

3:00 pm

Break

Presentation

Jonathan Mayer

Assistant Professor, Department of Computer Science & Woodrow Wilson School of Public & International Affairs, Princeton University

3:15 pm

“Technology Trends Since the Revised COPPA Rule”

3:30 pm

Panel 4: Uses and Misuses of Persistent Identifiers

Panelists:

James Cooper

Associate Professor of Law & Director, Program on Economics & Privacy,
Antonin Scalia Law School, George Mason University

Harry Jho

CEO & Co-Founder, Sockeye Media LLC; Co-Creator, Mother Goose Club

Katharina Kopp

Deputy Director & Director for Policy, Center for Digital Democracy

Jonathan Mayer

Assistant Professor, Department of Computer Science & Woodrow Wilson School
of Public and International Affairs, Princeton University

Kate O'Loughlin

Chief Operating Officer of North America, SuperAwesome

Julia Tama

Partner, Venable LLP

Moderators:

Mark Eichorn, Division of Privacy & Identity Protection & **Laura Hosken**, Bureau of
Economics, FTC

4:45 pm

Closing Remarks

Maneesha Mithal

Associate Director, Division of Privacy & Identity Protection, FTC
