Agenda
November 16, 2015

9:00 am  WELCOME
Megan Cox
Attorney, Division of Privacy and Identity Protection, FTC

OPENING REMARKS
Edith Ramirez
Chairwoman, FTC

9:15 am  WHAT IS CROSS-DEVICE TRACKING?
This presentation will provide background about the practice of cross-device tracking and a description of some of the techniques currently used to correlate consumer devices. The presentation will also look at the notice and transparency currently provided to consumers about cross-device tracking and the options consumers have to control the tracking.

Justin Brookman
Policy Director, Office of Technology Research and Investigation, FTC
9:45 am

**PANEL 1: A TECHNOLOGICAL PERSPECTIVE ON CROSS-DEVICE TRACKING**

This panel will look at the various cross-device tracking techniques, the evolution of the technology, and discuss some of the finer points of how the various technologies function today. Panelists will discuss the benefits provided by cross-device tracking to consumers and businesses, the privacy concerns associated with the technology used to track consumers across devices, as well as the mechanisms for effective notice and choice.

**MODERATOR**

**Ashkan Soltani**
Chief Technologist, FTC

**PANELISTS**

**Joseph Lorenzo Hall**
Chief Technologist and Director of the Internet Architecture Project, Center for Democracy & Technology

**Jonathan Mayer**
PhD Candidate, Computer Science, Stanford University

**Andrew Sudbury**
Co-founder and CTO, Abine, Inc.

**Jurgen J. Van Staden**
Director of Policy, Network Advertising Initiative

10:45 am **BREAK**
11:00 am  PANEL 2: POLICY PERSPECTIVES ON CROSS-DEVICE TRACKING
This panel will look at the broader privacy issues raised by cross-device tracking. Topics that will be discussed include what information is being collected, stored, and shared to track consumers; the extent to which consumers are aware of the practice; how consumers can receive notice and provide consent related to these practices; and how industry self-regulatory programs apply to these tracking techniques.

MODERATOR
Megan Cox
Attorney, Division of Privacy and Identity Protection, FTC

PANELISTS
Genie Barton
Vice President and Director, Online Interest-Based Advertising Accountability Program, Council of Better Business Bureaus

Leigh Freund
President and CEO, Network Advertising Initiative

Jason Kint
CEO, Digital Content Next

Laura Moy
Senior Policy Counsel, New America’s Open Technology Institute

Joseph Turow
Professor, Annenberg School for Communication, University of Pennsylvania

12:00 pm  CLOSING REMARKS
Maneesha Mithal
Associate Director, Division of Privacy and Identity Protection, FTC