



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





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