



In Short

Advertising & Privacy Disclosures
in a Digital World

Agenda

May 30, 2012

8:30 **Registration**

9:00 **Welcome & Opening Remarks**

Maureen K. Ohlhausen
Commissioner
Federal Trade Commission

9:15 **Presentation on Usability Research**

Jennifer King
Ph.D. Candidate
University of California
Berkeley School of Information

9:30 **Panel 1: Universal and Cross-Platform Advertising Disclosures**

MODERATOR:

Michael Ostheimer
Staff Attorney
Division of Advertising Practices
Federal Trade Commission

PANELISTS:

Steve DelBianco
Executive Director
NetChoice

Linda Goldstein
Chair, Legal & Government Affairs
Committee
Promotion Marketing Association

Sally Greenberg
Executive Director
National Consumers League

Jennifer King
Ph.D. Candidate
University of California
Berkeley School of Information

Paul L. Singer
Assistant Attorney General
Consumer Protection Division
Office of the Texas Attorney General

Svetlana N. Walker
Corporate Counsel
Advertising Division
The Clorox Company

11:00 **Break**

11:15

Panel 2: Social Media Advertising Disclosures

MODERATOR:

Richard Cleland

Assistant Director
Division of Advertising Practices
Federal Trade Commission

PANELISTS:

Susan Cooper

Lead Advertising and Product Counsel
Facebook, Inc.

Jim Dudukovich

Member, Legal Affairs Committee
Word of Mouth Marketing Association

Malcolm Faulds

Senior Vice President of Marketing
BzzAgent, Inc.

Stacey Ferguson

Blogger and Chief Curator
Blogalicious Community and
Conferences

Susan Shook

Associate General Counsel-Associate
Director
The Procter & Gamble Company

Robert Weissman

President
Public Citizen

12:30

Lunch

1:30

Panel 3: Mobile Advertising Disclosures

MODERATOR:

Patricia Poss

Chief
Mobile Technology Unit
Division of Financial Practices
Federal Trade Commission

PANELISTS:

Anna Bager

Vice President and General Manager
Mobile Marketing Center of Excellence
Interactive Advertising Bureau

Michelle De Mooy

Senior Associate for National Priorities
Consumer Action

Jim Halpert

General Counsel
Internet Commerce Coalition

Mark J. Odegard

Senior Corporate Counsel
Legal Department
Best Buy Co., Inc.

David Schellhase

General Counsel
Groupon, Inc.

Paul L. Singer

Assistant Attorney General
Consumer Protection Division
Office of the Texas Attorney General

Sheryl Ann Yamuder

Director
Marketing and Advertising Counsel
Dunkin' Brands, Inc.



2:45

Break

3:00

Panel 4: Mobile Privacy Disclosures

APP DOWNLOAD OVERVIEW

Manas Mohapatra

Staff Attorney
Mobile Technology Unit
Division of Financial Practices
Federal Trade Commission

Andrew Schlossberg

Honors Paralegal
Mobile Technology Unit
Division of Financial Practices
Federal Trade Commission

MODERATOR:

Ryan Mehm

Staff Attorney
Division of Privacy and Identity
Protection
Federal Trade Commission

PANELISTS:

Jim Brock

Founder
PrivacyChoice

Sara Kloek

Director of Outreach
Association for Competitive Technology

Lorrie Faith Cranor

Associate Professor of Computer
Science and of Engineering and Public
Policy
Carnegie Mellon University

Kevin Trilli

Vice President
Product
TRUSTe

Pam Dixon

Executive Director
World Privacy Forum

Ilana Westerman

Principal
Create with Context, Inc.

4:30

Closing Remarks

Mary K. Engle

Associate Director
Division of Advertising Practices
Federal Trade Commission
