



# AGENDA

## November 1, 2007

**8:30am Registration**

**9:00am Welcome and Introductory Remarks**

Lydia Parnes, Director, Bureau of Consumer Protection, Federal Trade Commission

**9:15am Session 1: Overview of Behavioral Advertising**

[Richard M. Smith](#), Boston Software Forensics

Jeff Chester, Executive Director, Center for Digital Democracy

Randall Rothenberg, President and CEO, Interactive Advertising Bureau

J. Trevor Hughes, Executive Director, Network Advertising Initiative

**10am Break**

**10:15am Remarks**

[Commissioner Jon Leibowitz](#), Federal Trade Commission

**10:20am Session 2: Behavioral Advertising Today: Understanding the Business and Technology**

Moderators: Peder Magee, Attorney, Division of Privacy and Identity Protection, and Mamie Kresses, Senior Attorney, Division of Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

[Dave Morgan](#), Founder, Tacoda Inc.

[Robert Gratchner](#), Director of Privacy, AQuantive, a subsidiary of Microsoft Corp.

[Michael Walrath](#), Senior Vice President, Marketing Products Division, Yahoo! Inc.

Tim Armstrong, President, Advertising and Commerce, North America, & Vice President, Google Inc.

[Chanterria McGilbra](#), Vice President, Business and Channel Development, Netmining

[Pam Horan](#), President, Online Publishers Association

[Mark Westlake](#), Executive Vice President, Sales and Content, HowStuffWorks.com

Ralph Terkowitz, General Partner, ABS Capital Partners

[Carlos Jensen](#), Assistant Professor, School of Electrical Engineering & Computer Science, Oregon State University

**11:45am Session 3: Consumer Survey Data**

[George R. Milne](#), Associate Professor of Marketing, University of Massachusetts-Amherst

[Dr. Larry Ponemon](#), Chairman and Founder, Ponemon Institute

**12:15pm Lunch (on your own)**

**1:45pm Session 4: Data Collection, Use, and Protection**

Moderators: Mamie Kresses, Senior Attorney, Division of Advertising Practices, and Loretta Garrison, Senior Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

[Nicole Wong](#), Deputy General Counsel, Google Inc.

[Diane McDade](#), Director, Policy and Implementation, Trustworthy Computing, Microsoft Corp.

[Scott Nelson](#), Founder and Chief Operating Officer, TruEffect

[Chris Kelly](#), Chief Privacy Officer, Head of Global Public Privacy, Facebook

Amina Fuzlullah, Staff Attorney, U.S. Public Interest Research Group

Lisa Campbell, Senior Legal Counsel, Office of the Privacy Commissioner, Canada

**2:45pm Break**

**3pm Session 5: Roundtable Discussion of Data Collection, Use, and Protection**

Moderators: Eileen Harrington, Deputy Director, Bureau of Consumer Protection, and Jamie Hine, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

Nicole Wong, Deputy General Counsel, Google Inc.

Diane McDade, Director, Policy and Implementation, Trustworthy Computing, Microsoft Corp.

Scott Nelson, Founder and Chief Operating Officer, TruEffect

Chris Kelly, Chief Privacy Officer, Head of Global Public Privacy, Facebook

Amina Fuzlullah, Staff Attorney, U.S. Public Interest Research Group

Reijo Erik Aarnio, Data Protection Ombudsman, Finland

Lisa Campbell, Senior Legal Counsel, Office of the Privacy Commissioner, Canada

Chanterria McGilbra, Vice President, Business and Channel Development, Netmining

Pam Dixon, Founder and Executive Director, World Privacy Forum

Richard M. Smith, Boston Software Forensics

Kathryn C. Montgomery, Professor, School of Communication, American University

Leslie Harris, Executive Director, Center for Democracy & Technology

Declan McCullagh, Chief Political Correspondent, CNET News

Dr. Larry Ponemon, Chairman and Founder, Ponemon Institute

**4:45pm Day 1 wrap-up remarks**

Jessica Rich, Assistant Director, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

**5pm End of Day**

## November 2, 2007

### **9:00am Welcome Remarks**

Joel Winston, Associate Director, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

### **9:15am Session 6: Disclosures to Consumers**

Moderators: Joel Winston, Associate Director, Division of Privacy and Identity Protection, Mary K. Engle, Associate Director, Division of Advertising Practices, and Peder Magee, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

[Scott R. Shipman](#), Chief Privacy Counsel, eBay Inc.

[Lorrie Faith Cranor](#), Associate Research Professor, School of Computer Science and Department of Engineering & Public Policy, Carnegie Mellon University

[Declan McCullagh](#), Chief Political Correspondent, CNET News

Zulfikar Ramzan, Senior Principal Security Researcher, Advanced Threat Research, Symantec

Colin O'Malley, Director of Strategic Business, TRUSTe

Peter Cullen, General Manager, Trustworthy Computing & Chief Privacy Strategist, Microsoft Corp.

Jane Horvath, Senior Privacy Counsel, Google Inc.

Srinija Srinivasan, Vice President, Editor-In-Chief, Yahoo! Inc.

Michael Cassidy, President and CEO, Undertone Networks

Ken McGraw, Executive Vice President for Law and Corporate Affairs, Zango

Esther Dyson, EDventure

Martin Abrams, Executive Director, The Center for Information Policy Leadership, Hunton & Williams, LLP

George R. Milne, Associate Professor of Marketing, University of Massachusetts-Amherst

Carlos Jensen, Assistant Professor, School of Electrical Engineering & Computer Science, Oregon State University

George V. Pappachen, Director of Privacy and Public Policy, SafeCount

### **11am Break**

### **11:15am Session 7: You Tube Contest Presentation**

Moderators: Peder Magee, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission, and Maxim Weinstein, Manager of StopBadware.org, Berkman Center for Internet & Society, Harvard Law School

#### ***Judges***

Esther Dyson, EDventure

Jeff Chester, Executive Director, Center for Digital Democracy

Allissa Cooper, Policy Analyst, Center for Democracy and Technology

Michael S. Zaneis, Vice President Public Policy, Interactive Advertising Bureau

Lorrie Faith Cranor, Associate Research Professor, School of Computer Science and Department of Engineering & Public Policy, Carnegie Mellon University

Rob Pegoraro, Personal Technology Columnist, Washington Post

Tikva Morowati, Designer, Researcher, Artist, and Community Builder

**12:30pm Lunch (on your own)**

**2pm Session 8: The Regulatory and Self-Regulatory Landscape**

Moderators: Jessica Rich, Assistant Director, Division of Privacy and Identity Protection, and Stacey Brandenburg, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

[J. Trevor Hughes](#), Executive Director, Network Advertising Initiative

Pam Dixon, Founder and Executive Director, World Privacy Forum

[Reijo Erik Aarnio](#), Data Protection Ombudsman, Finland

Michael S. Zaneis, Vice President Public Policy, Interactive Advertising Bureau

Gerald "Jerry" Cerasale, Senior Vice President for Government Affairs, Direct Marketing Association

Mike Hintze, Associate General Counsel, Legal and Corporate Affairs, Microsoft Corp.

C. Brad Schuelke, Chief, Internet Enforcement Unit, Office of the Texas Attorney General

Karen Geduldig, Assistant Attorney General, Internet Bureau, Office of the New York Attorney General

Jeff Chester, Executive Director, Center for Digital Democracy

Ari Schwartz, Deputy Director, Center for Democracy and Technology

Mark Cooper, Director of Research, Consumer Federation of America

Peter P. Swire, William O'Neill Professor of Law, Moritz College of Law, Ohio State University

**3:30pm Break**

**3:45pm Session 9: Roundtable on the Future of Behavioral Advertising**

Moderators: Rick Quaresima, Assistant Director, Division of Advertising Practices, and Jamie Hine, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

Audience questions at the end.

[Katherine Albrecht](#), Director, CASPIAN

Mozelle W. Thompson, CEO, Thompson Strategic Consulting

Jules Polonetsky, Chief Privacy Officer & Senior Vice President, Consumer Advocacy, AOL

Alissa Cooper, Policy Analyst, Center for Democracy and Technology

Robert Gratchner, Director of Privacy, AQuantive, a subsidiary of Microsoft Corp.

[Zulfikar Ramzan](#), Senior Principal Security Researcher, Advanced Threat Research, Symantec

Scott R. Shipman, Chief Privacy Counsel, eBay Inc.

John Thorne, Senior Vice President and Deputy General Counsel, Verizon

Joseph V. DeMarco, DeVore and DeMarco, LLP

C. Brad Schuelke, Chief, Internet Enforcement Unit, Office of the Texas Attorney General

Tim Lordan, Executive Director, Internet Education Foundation

**5pm Closing Remarks**

Eileen Harrington, Deputy Director, Bureau of Consumer Protection, Federal Trade Commission

**5:15pm End of Day**

