

On May 30, 2012, the FTC hosted a public workshop titled [In Short: Advertising and Privacy](#)

Panel 2 will first discuss disclosures in non-restricted space, e.g. blogs. #FTCdisclose

FTC Mod: Cleland Panelist biz reps L to R: Facebook, WOMMA, BzzAgent, Blogalicious, Procter & Gamble, and Public Citizen. #FTCdisclose

Each panelist identifying what they think is most important issue in disclosures in social media. #FTCdisclose

Panelists using example of a personal home improvement blog with disclosure in actual text of blog. #FTCdisclose

Webcast works best in IE. Will have archive & transcript of workshop in few days. Working on long-term solution for FTC.

FTC has law enforcement authority under Sec 5 to protect consumers from deception.

Panelist discussing disclosures in restricted space media like Twitter. #FTCdisclose

If you don't know you're being advertised to, that is consumer harm. - Weissman #FTCdisclose

Panelists discussing whether a hashtag like #spon is sufficient or not. #FTCdisclose

Duty to disclose rests with advertiser, not the platform. - Weissman. #FTCdisclose

Who has the responsibility to educate consumers about what messages & mechanisms are being used, e.g. icons? - Cleland #FTCdisclose

Panelists discussing whether some platforms R not suited 4 advertising given amount of material info that must be disclosed. #FTCdisclose

Thx! We've noted your questions - however, probably better suited for panel 3 - mobile advertising disclosures. #FTCdisclose

Panelists discussing "Like-gating" - idea that you must "like" something in order to get access to contest or discount. #FTCdisclose

Dudukovich brings up Pinterest - if you pin something, means you "like" it. Do you have to

Panel 3: #Mobile Advertising Disclosures #FTCdisclose

PIC: Panelists discussing their views as to major issues in mobile advertising disclosures.
#FTCdisclose <http://pic.twitter.com/FL7IGnOW>

Number 1 issue is getting people to pay attention. You want something instantly on your mobile phone - Schellhase #FTCdisclose

Consumers may not understand that mobile = internet. - De Mooy #FTCdisclose

Number 1 challenge for advertiser is variety of ways consumers access mobile content. - Yamuder #FTCdisclose

When an offer is made and presented, the disclosure needs to be in close proximity. -

Quick break then we'll be back at 3:00pm for our final panel. Panel 4: Mobile #Privacy Disclosures. #FTCdisclose

To kick-off Panel 4, FTC's Mohapatra & Schlossberg giving brief presentation on App Download Process. #FTCdisclose

PIC: Panel 4 is underway! Panelists discussing mobile #privacy disclosures. #FTCdisclose
<http://pic.twitter.com/K56S1SBg>

Expectations are not equal to reality (for personal data). - Ilana Westerman, Create with Context. #FTCdisclose

Westerman: There R 13 actions to design for trust, including timing. Tell consumers when they care. More: <http://bit.ly/uGaQtI> #FTCdisclose

Looking for panelists' bios? Want to send us public comments? More info about #FTCdisclose workshop: go.usa.gov/dqg