

B



exploring
priority

Area L.A

Area L.A. This area covers the Los Angeles region, including the San Fernando Valley, the San Gabriel Valley, and the San Joaquin Hills. It is a major economic and cultural hub in California.

Map B

Map B. This map shows the geographical layout of the Los Angeles region, highlighting the San Fernando Valley, the San Gabriel Valley, and the San Joaquin Hills.

with chronic diseases and disabilities and their family caregivers. Mr. Boutin has been actively involved in health advocacy, policy, and legislation throughout his career. He currently serves on the advisory board of the Council for American Medical Innovation, the advisory board of the Coalition Against Major Diseases, and the advisory board of the Partnership to Fight Chronic Disease. He is a member of the eHealth Initiative Leadership Council and panel expert for the NIH-funded grant on Protecting Privacy in Health Research.

Paula J. Bruening

Paula Bruening is Deputy Executive Director of The Centre for Information Policy Leadership at Hunton & Williams LLP, a path-finding global privacy and information security think tank located in Washington, DC. Ms. Bruening focuses on international data flows, emerging technologies and data governance systems, and cybersecurity issues. She began her work in information policy at the congressional Office of Technology Assessment and served as senior attorney-advisor at the U.S. Department of Commerce's National Telecommunications and Information Administration. Before coming to the Centre, Ms. Bruening served as staff counsel for the Center for Democracy and Technology, where her work focused on privacy and free expression online. She is a graduate of John Carroll University and Case Western Reserve University School of Law.

Fred H. Cate

Fred Cate is a distinguished professor, C. Ben Dutton Professor of Law, and Director of the Center for Applied Cybersecurity Research at Indiana University. He serves as co-editor of the Privacy Department of the Institute of Electrical and Electronic Engineers' *Journal of Privacy and Confidentiality* and a member

of BNA's *Journal of Law, Ethics & Regulation*. Advisory Board. He is a senior policy advisor to the Center for Information Policy Leadership at Hunton & Williams LLP and a member of Microsoft's Trustworthy Computing Academic Advisory Board, the Board of Advisors of TRUSTe, and the Board of Directors of The Privacy Projects. Professor Cate is President of the Phi Beta Kappa Society.

John H. Clippinger

Dr. John Clippinger is a founder and Co-Director of The Law Lab (www.lawlab.org) at the Harvard University Berkman Center for Internet & Society, a multi-disciplinary research laboratory that explores the role of law in facilitating self-governance, privacy, and institutional innovation. Dr. Clippinger was a senior fellow at the Berkman Center, where he founded and supported the development of Project Higgins (www.eclipse.org/higgins), an open source, interoperable identity framework that gives people control over their personal information. He is the author of *A Guide to Privacy and Security in the Digital Age*. Dr. Clippinger is a graduate of Yale University and holds a Ph.D. from the University of Pennsylvania.

Jules Cohen

Jules Cohen, Director of the Trustworthy Computing Group at Microsoft, joined Microsoft in 1998. Mr. Cohen works across the company to develop and implement online privacy and safety policies and solutions. He also collaborates with advocates, academics, industry partners, and others on policy issues related to all aspects of the online ecosystem. Mr. Cohen has helped lead work on Microsoft's vision for identity management on the Internet, and he served as a Microsoft representative on the Internet Safety Technical Task Force, a group of

companies, non-profit organizations, and academics looking to develop effective tools and technologies to create a safer environment on the Internet for youth.

S a C

Stan Crosley is the Co-Director of the Indiana University (IU) Center for Strategic Health Information Provisioning, a health information strategy and management center created through IU's schools of law, medicine, and informatics. He is also a principal in Privacy and Information Management Services and Crosley Law Offices, LLC. Mr. Crosley is the former Chief Privacy Officer for Eli Lilly Company, where he initiated its global privacy program in 1998. The program received the 2007 Innovation Award from the International Association of Privacy Professionals (IAPP). He also co-founded and served as Chair of the International Pharmaceutical Privacy Consortium and was a member of the Institute of

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copyright in the department of computer science

Harbour was New York State Deputy Attorney

biography, *B. B.*, and the Sundance award-winning documentary, *B. B.*

David Hoffman

David Hoffman is Director of Security Policy and Global Privacy Officer at Intel Corporation, where he heads the organization that oversees Intel's privacy compliance activities, legal support for privacy and security and external privacy, and security policy engagements. He served on the TRUSTe Board of Directors from 2000 to 2006 and was a member of the FTC's Online Access and Security Committee. In 2005, Mr. Hoffman was appointed to the Department of Homeland Security's Data Privacy and Integrity Advisory Committee, where he is Chair of the Data Sharing and Use Subcommittee. He is also on the Board of Directors for the International Association of Privacy Professionals and serves on the Center for Strategic and International Studies Cyber Security Commission. Mr. Hoffman has a Juris Doctorate from Duke University School of Law, where he was an editor on the *Duke Law Journal*, and he received a Bachelor of Arts from Hamilton College.

Chris Hoofnagle

Chris Hoofnagle is Director of the Berkeley Center for Law & Technology's information privacy programs and is senior fellow to the Samuelson Law, Technology, and Public Policy Clinic. He is an expert in information privacy law. Mr. Hoofnagle has long called attention to the civil liberties risks posed by private sector database companies. In *B. B.*, he argued that civil libertarians' focus on government behavior left private sector firms free to create the very "federal data center" that the Privacy Act of 1974 was enacted to prevent. Mr. Hoofnagle co-chairs the annual Privacy Law Scholars

Conference. He is licensed to practice law in California and Washington, DC.

Naomi Lefkowitz

Naomi Lefkowitz is an attorney with the Division of Privacy and Identity Protection at the FTC. Her responsibilities focus primarily on business and consumer education, legislative activity, and rule-makings. She specializes in privacy and identity theft issues, in particular, the areas of identity management and fraud prevention. Ms. Lefkowitz joined the FTC in 2001. Previously, she was Assistant General Counsel at CDnow, Inc., an online music retailer. At CDnow, Inc., she was responsible for negotiating and drafting contracts, managing intellectual property matters, lobbying and trade association participation, as well as other corporate matters. Ms. Lefkowitz holds a Bachelor of Arts with honors in French literature from Bryn Mawr College and a Juris Doctorate with honors from Temple University School of Law.

Lucy Lynch

Lucy Lynch is the Director of Trust and Identity Initiatives at the Internet Society (ISOC). She examines some of the major issues affecting trust in the Internet and develops projects that will address these problems. Prior to joining the ISOC, she worked at the University of Oregon as a member of the Academic Computing and Network Applications Group. Her assignments with the University included work with the Network Startup Resource Center. She also worked with the Oregon RouteViews Project and the University Multicast Team. In addition, she has been an active participant in both the North American Network Operators Group and the Internet Engineering Task Force (IETF) and served as Chair of the IETF Administrative Oversight Committee from 2003 to 2006.

P Magee

Peder Magee is a senior attorney in the FTC's Division of Privacy and Identity Protection. He works on a variety of policy and litigation matters, including online behavioral advertising, and was the primary author of the recent staff report on the FTC's self-regulatory principles for behavioral advertising. He also serves as a member of the FTC's Privacy Steering Committee. From 1999 to 2004, Mr. Magee served as Senior Attorney Advisor to Commissioner Mozelle Thompson, during which time he worked on consumer protection and competition matters. He also worked as Attorney Advisor to Commissioner Jon Leibowitz from 2004 to 2005. Prior to joining the FTC, he was an associate with Arent Fox in Washington, DC. Mr. Magee received his Juris Doctorate from George Washington University and his Bachelor of Arts from the University of Wisconsin.

D McGraw

Deven McGraw is the Director of the Health Privacy Project at the Center for Democracy and Technology, where she focuses on developing and promoting policies that ensure individual privacy as personal health information is shared electronically. Ms. McGraw is active in efforts to implement health information technology (HIT). She serves on the HIT Policy Committee, a federal advisory committee to the Department of Health and Human Services Office of the National Coordinator for HIT, and co-chairs its Information Exchange and Privacy and Security Workgroups. She also serves on the Leadership Council of the eHealth Initiative and is on the Steering Group of the Markle Foundation's Connecting for Health multi-stakeholder initiative. She is a graduate of the Georgetown University Law Center and received her Master of Public Health from Johns Hopkins University.

Maneesha Mithal

Maneesha Mithal is the Associate Director of the FTC's Division of Privacy and Identity Protection. In her ten years at the Commission, she has held numerous positions, including Assistant Director

K a M

Kathryn Montgomery is a professor in the School of Communication at American University. During the 1990s, as President and Co-Founder of the non-profit Center for Media Education, she spearheaded the campaign that led to passage of the Children's Online Privacy Protection Act. She is currently co-principal investigator on a project funded by the Robert Wood Johnson Foundation studying digital marketing practices and youth. In addition to numerous articles and reports, Professor Montgomery has written two books: *Media, Privacy, and the Law* and *Media, Privacy, and the Law: A Guide to the Law of Privacy and Confidentiality*. She holds a Ph.D. in Film and Television Studies from the University of California, Los Angeles.

C N. O

Christopher Olsen is Assistant Director in the Division of Privacy and Identity Protection at the FTC, focusing on enforcement and policy matters involving consumer privacy, data security, and identity theft. Prior to becoming Assistant Director, Mr. Olsen served as an attorney in the Division of Privacy and Identity Protection, working on policy and data security matters. Before joining the FTC, he served in various staff and management positions in the Enforcement Bureau at the Federal Communications Commission (FCC), where he enforced regulations governing local competition and consumer privacy issues, among others. Prior to joining the FCC, Mr. Olsen was a partner at Howrey & Simon, specializing in complex commercial litigation. He received a Bachelor of Arts from Dartmouth College and a Juris Doctorate from the University of Virginia School of Law.

D a P

Deborah Peel, MD, is a practicing psychiatrist, psychoanalyst and national health privacy expert. She founded Patient Privacy Rights (PPR) in 2004, now with 10,000 members. The nation's leading consumer watchdog for health privacy, PPR is the voice of the public that wants control over protected health information (PHI) in electronic systems to protect jobs, opportunities, and their children's futures. Dr. Peel leads the bipartisan Coalition for Patient Privacy, representing 10 million Americans. The Coalition's efforts resulted in a ban on sales of PHI, audit trails, segmentation, breach notice, the right to prevent disclosure of PHI for payment and health care operations if payment is out-of-pocket, and encryption being added to the sti.g(lCe books:)J/T1

R a P

Richard Purcell has been a leading voice in addressing consumer privacy and data protection challenges since the late 1990s. He leads the Corporate Privacy Group (CPG), focusing on sustainable and effective information security and privacy programs. CPG specializes in web-based courses for security and privacy awareness and practices. He advises multinational corporations, Internet start-ups, and government agencies. As Microsoft's original Privacy Officer, he designed, developed, implemented, and managed one of the world's largest and most advanced privacy programs. Recently, Mr. Purcell was named to the Executive Director position of the Privacy Projects, an information management think tank and research organization. In 2009, he was appointed Chairman of the Data Privacy and Integrity Advisory Committee for the Department of Homeland Security, a committee on which he has served since 2005.

Ka D. Ra

Kathryn Ratté is a senior attorney with the Division of Privacy and Identity Protection at the FTC. Ms. Ratté investigates and prosecutes violations of U.S. federal laws governing the privacy and security of consumer information. She brought the FTC's first enforcement actions under the Gramm-Leach-Bliley Safeguards Rule, as well as the FTC's case against the data broker ChoicePoint. Ms. Ratté formerly served as counsel for international consumer protection in the FTC's Office of International Affairs, where she worked on a number of international policy initiatives dealing with privacy and data security, including the project to establish cross-border privacy rules in the Asia-Pacific Economic Cooperation. She is a graduate of Harvard College and Duke Law School.

D R

Drummond Reed is Executive Director of the Information Card Foundation and the Open Identity Exchange. He is also Co-Chair of two committees for the Organization for the Advancement of Structured Information Standards: Extensible Resource Identifier (XRI) and XRI Data Interchange (XDI). He was a founding board member in 1999 of the International Security, Trust, and Privacy Alliance and, in 2006, of the OpenID Foundation. He currently serves as a Director of DataPortability.org, Secretary of XDI.org, and a steward of Identity Commons. He is also a Founder and Director of Seattle-based Cordance Corporation. A recipient of the 2002 Digital Identity Pioneer Award from DigitalIDWorld, Mr. Drummond blogs on identifiers, identity, and data sharing at www.equalsdrummond.name.

J a R

Jessica Rich is currently Deputy Director of the FTC's Bureau of Consumer Protection. Prior to that, Ms. Rich served for 11 years as Assistant and then Associate Director in the FTC's Division of Privacy and Identity Protection. In those positions, she handled or oversaw a wide variety of privacy and data security matters, including: (1) enforcement actions against such companies as ChoicePoint, Microsoft, and TJX; (2) rulemakings to develop the FTC's Safeguards, Disposal, Children's Online Privacy, and Personal Health Records Rules; (3) testimony to Congress on proposed legislation and related issues; and (4) public workshops and policy initiatives, such as the FTC's "Exploring Privacy" Roundtables and Behavioral Advertising Project. Prior to joining the FTC's privacy division, Ms. Rich served as Counsel to the Bureau Director and was an attorney in private practice. She graduated from NYU Law School and Harvard University.

M R a

Michelle Rosenthal is an attorney in the Division of Privacy and Identity Protection at the FTC. Prior to joining the division, Ms. Rosenthal worked in the FTC's Division of Advertising Practices and the Office of Policy Planning. She has worked primarily on advertising and privacy matters, with a specific focus on behavioral advertising and other Internet-related issues. Ms. Rosenthal recently returned to the FTC after completing a clerkship for the Hon. Warren M. Silver of the Maine Supreme Court. She has previously worked as a law clerk for the Civil Division of the Department of Justice and for a boutique employment discrimination law firm in Washington, DC. Ms. Rosenthal received her Bachelor's degree from the University of Florida and her Juris Doctorate from George Washington University Law School.

Ma R

Marc Rotenberg is President and Executive Director of the Electronic Privacy Information Center (EPIC) in Washington, DC. He teaches information privacy law at the Georgetown University Law Center and has testified before Congress on many issues. Mr. Rotenberg has also authored over fifty amicus briefs for federal and state courts on emerging privacy and civil liberties issues. He is a fellow of the American Bar Foundation and the recipient of several awards, including the World Technology Award in Law. A tournament chess player, he is the former Washington, DC chess champion.

A S a

Ari Schwartz is the Vice President and Chief Operating Officer of the Center for Democracy and Technology (CDT). Mr. Schwartz's work focuses on increasing individual control over personal and

public information. He promotes privacy protections in the digital age and expanding access to government information via the Internet. He regularly testifies before Congress and executive branch agencies on these issues. In 2006, Mr. Schwartz won the RSA award for Excellence in Public Policy for his work building the Anti-Spyware Coalition and other efforts against spyware. He was also named one of the Top 5 influential IT security thinkers of 2007 by *InfoSec Planet*. Mr. Schwartz currently serves as a member of the U.S. Information Security and Privacy Advisory Board.

J S a

Jennifer Stoddart was appointed to a seven-year term as Canada's Privacy Commissioner in December 2003. Since then, Commissioner Stoddart has overseen a number of major investigations with international implications, including an examination of Facebook's privacy practices as well as a massive data breach at U.S. retail giant TJX. The Commissioner has also led efforts to help private-sector organizations – in Canada and beyond – understand their obligations to protect Canadians' personal information under the Personal Information and Electronic Documents Act. Commissioner Stoddart has made global privacy issues a key priority and has worked closely with the Organisation for Economic Co-Operation and Development, Asia-Pacific Economic Cooperation and other international organizations. She has also promoted online youth privacy through numerous public education initiatives, including a website aimed at young people.

L Ja S a

Lior Strahilevitz is Deputy Dean, professor of law, and Walter Mander Teaching Scholar at the University of Chicago Law School. His recent privacy

scholarship includes *Handbook of Privacy Law and Ethics*;
