

# Agenda

November 16, 2015

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9:00 am

**WELCOME**

**Megan Cox**

Attorney, Division of Privacy and Identity Protection, FTC

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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

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10:45 am

**BREAK**

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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-BaMClisy2o0alcn0n0 0.8scnGS2 gs71Q 1 TNuntab

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