Symposium Agenda: A Dialogue on Privacy and Innovation  
Friday, May 7, 2010  
Polaris Room, Ronald Reagan International Trade Center

8:30 AM – 9:00 AM  Registration

9:00 AM – 9:30 AM  Welcome and Opening Remarks by Secretary Gary Locke

9:30 AM – 10:30 AM  Keynote Discussion: Global Internet Commerce and Free Flow of Information

Moderator:  Assistant Secretary for Communications and Information Law E. Strickling
Description:  This panel will focus on the importance of the U.S. privacy framework to commerce, innovation, and economic growth. It will highlight the motivation for today’s discussion.
Panelists:  Nicole Wong, VP and Deputy General Counsel, Google  
Larry Irving, Vice President of Global Government Affairs, HP  
Leslie Harris, President and Chief Executive Officer, Center for Democracy & Technology

10:30 AM – 11:30 AM  Panel 1: Privacy, Innovation and Global Trade

Moderator:  ITA Deputy Under Secretary Michelle O’Neill
Description:  This panel will focus on the importance of free information flows in support of international trade and innovation. Panelists will discuss the benefits and privacy implications of cloud computing and the effects of privacy-related data transfer restrictions.
Panelists:  Fred Cate, Professor, Indiana University – Opening  
Dan Burton, Senior Vice President, Global Public Policy, Salesforce  
Nuala O’Connor Kelly, Chief Privacy Leader, General Electric  
Harriet Pearson, Vice President, Security Counsel and Chief Privacy Officer, IBM  
Jim Halpert, Partner, DLA Piper

11:30 AM – 11:45 AM  Break

11:45 AM – 12:45 PM  Panel 2: Privacy Frameworks and Innovative Uses of Personal Information

Moderator:  Andrew McLaughlin, Deputy Chief Technology Officer, Internet Policy, OSTP
Description:  This panel will focus on innovative uses of information to personalize users’ online experience, make product recommendations, provide services, and connect people with similar personal, business or community service interests. Panelists will also discuss the privacy considerations these uses create.
Panelists:  Deborah Estrin, Professor, University of California – Opening  
Pam Dixon, Executive Director, World Privacy Forum  
Tim O’Shaughnessy, CEO, Living Social  
Ed Felten, Professor, Princeton University
12:45 PM – 1:45 PM  Lunch Break

1:45 PM – 2:00 PM  Afternoon Remarks by Cameron Kerry, General Counsel to the U.S. Department of Commerce

2:00 PM – 3:00 PM  Panel 3: Innovations in Transparency and Choice

Moderator:  Marc Berejka, Senior Advisor for Technology Policy, Department of Commerce

Description:  This panel will focus on how U.S. industry has responded to consumer privacy concerns by increasing transparency and user choice on profiling and advertising practices. Panelists will also discuss user reactions to these changes and what can be expected next.

Panelists:  Mike Zaneis, Vice President, Public Policy, IAB – Opening
Lee Peeler, Executive Vice President, National Advertising Self-Regulation, Council of Better Business Bureaus
Jules Polonetsky, Chief Privacy Officer, Future of Privacy Forum
Anne Toth, Vice President of Policy and Head of Privacy, Yahoo
Dorothy Attwood, Senior Vice President, Public Policy and Chief Privacy Officer, AT&T

Respondent:  Jessica Rich, Deputy Director, Bureau of Consumer Protection, Federal Trade Commission

3:00 PM – 4:00 PM  Panel 4: Privacy on the Ground

Moderator:  Daniel J. Weitzner, Associate Administrator for Policy Analysis & Development, NTIA

Description:  The panel will focus on U.S. and international privacy protections and enforcement in practice and how the U.S. legal system can influence privacy protection in the private sector and abroad.

Panelists:  Deirdre Mulligan, Professor, UC Berkeley – Opening
Peter Cullen, Chief Privacy Strategist, Microsoft
David Hoffman, Director of Security Policy and Global Privacy Officer, Intel
Sandra Hughes, Global Privacy Executive, P&G
Joel Kelsey, Federal and International Affairs Policy Analyst, Consumers Union

Respondent:  Phil Verveer, Ambassador, Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy, State Department

4:00 – 4:15 PM  Closing Remarks by Daniel J. Weitzner, Associate Administrator for Policy Analysis & Development, NTIA