



**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 Lawrence 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**