

# Agenda

June 2, 2010

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**7:30**            **Conference Center Open**

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**8:45**            **Welcome**

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**8:50**            **Opening Remarks**  
David C. Vladeck, Director  
Bureau of Consumer Protection, FTC

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**9:00**            **Panel One:**  
The Application of COPPA's Definitions of "Internet," "Website," and  
"Online Service" to New Devices and Technologies

**MODERATORS:**

**Mary K. Engle**

Associate Director, Division of Advertising Practices, FTC

**Phyllis H. Marcus**

Division of Advertising Practices, FTC

**PANELISTS:**

**Michael F. Altschul**

Senior Vice President and  
General Counsel, CTIA

**Angela Campbell**

Professor, Institute for Public  
Representation, Georgetown  
University Law Center

**Edward Felten**

Director & Professor of Computer Science &  
Public Affairs, Center for Information  
Technology Policy, Princeton University

**Jeff J. McIntyre**

Director of National Policy,  
Children Now

**John B. Morris, Jr.**

General Counsel & Director,  
Internet Standards, Technology and Policy  
Project, Center for Democracy & Technology

**Michael Warnecke**

Senior Policy Counsel,  
Entertainment Software Association

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**10:30**      **Break**

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**10:45**      **Panel Two:**  
The “Actual Knowledge” Standard in Today’s Online Environment

**MODERATORS:**

**Richard Quaresima**

Assistant Director, Division of Advertising Practices, FTC

**Mamie Kresses**

Division of Advertising Practices, FTC

**PANELISTS:**

**J. Beckwith (“Becky”) Burr**

Partner, WilmerHale

**Jeffrey Greenbaum**

Partner, Frankfurt Kurnit Klein & Selz, PC

**Christine N. Jones**

General Counsel, The Go Daddy Group, Inc.

**Gwenn Schurgin O’Keeffe, MD, FAAP**

Council on Communications and Media,  
American Academy of Pediatrics

**Guilherme C. Roschke**

Graduate Fellow, Institute for  
Public Representation,  
Georgetown University Law Center

**Phyllis B. Spaeth**

Associate Director, Children’s Advertising  
Review Unit, Council of Better Business Bureaus

**Phil Terzian**

Senior Director, Government Affairs,  
Activision Blizzard, Inc.

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**12:00**      **Lunch**

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**1:15**      **Panel Three:**  
COPPA’s Definition of “Personal Information”

**MODERATORS:**

**Jessica Rich**

Deputy Director, Bureau of Consumer Protection, FTC

**Michelle Rosenthal**

Division of Advertising Practices, FTC

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*(Panel Three continued)*

**PANELISTS:**

**Maureen Cooney**  
Chief Privacy Officer, TRUSTe

**Matt Galligan**  
Founder & CEO, SimpleGeo

**Sheila A. Millar**  
Partner, Keller and Heckman LLP

**Kathryn C. Montgomery**  
Professor, School of Communication,  
American University

**Paul Ohm**  
Professor, University of Colorado Law School

**Jules Polonetsky**  
Director, Future of Privacy Forum

**Heidi C. Salow**  
Of Counsel, DLA Piper

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**2:45**      **Break**

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**3:00**      **Panel Four:**  
Emerging Parental Verification Access and Methods

**MODERATORS:**

**Mamie Kresses**  
Division of Advertising Practices, FTC

**Phyllis H. Marcus**  
Division of Advertising Practices, FTC

**PANELISTS:**

**Jules Cohen**  
Senior Trustworthy Computing Specialist,  
Microsoft

**Rebecca Newton**  
Chief Community & Safety Officer,  
Mind Candy, Inc.

**Martine Niejadlik**  
Senior Director, Risk & Business Intelligence,  
BOKU

**Alan Simpson**  
Vice President of Policy, Common Sense Media

**Denise Tayloe**  
President, Privo, Inc.

**Ron Zayas**  
CEO, eGuardian

**4:15**

**Panel Five:**  
COPPA's Exceptions to Parental Consent

**MODERATORS:**

**Phyllis H. Marcus**

Division of Advertising Practices, FTC

**Mamie Kresses**

Division of Advertising Practices, FTC

**PANELISTS:**

**Parry Aftab**

Director, Wired Safety and Wired Trust, Inc.

**Dona Fraser**

Director, Privacy Online,  
Entertainment Software Rating Board

**Roslyn J. Kitchen**

Partner, Cohen Silverman Rowan LLP

**Susan Linn**

Director, Campaign for a  
Commercial-Free Childhood

**Peter Maude**

Chief Technology Officer, Crisp Thinking

**Izzy Neis**

Director of User Engagement,  
Gazillion Entertainment

**John Smedley**

President, Sony Online Entertainment

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**5:15**

**Closing Remarks**

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