



GEORGE MASON UNIVERSITY SCHOOL OF LAW

**LAW &
ECONOMICS
CENTER**



PROGRAM ON ECONOMICS & PRIVACY
LEC WORKSHOP ON CONSUMER
PROTECTION LAW & ECONOMICS

JUNE 20 – 22, 2016

PROGRAM ON ECONOMICS & PRIVACY

LEC WORKSHOP ON CONSUMER PROTECTION LAW & ECONOMICS

CLASSES: George Mason University School of Law, Hazel Hall, 3301 Fairfax Drive, Arlington, VA 22201

HOTEL: The Westin Arlington Gateway, 801 North Glebe Rd, Arlington, VA 22203

Monday, June 20

6:00 PM – 8:00 PM

REGISTRATION AND WELCOME RECEPTION

Pinzimini Restaurant, The Westin Arlington Gateway

Tuesday, June 21

*Hazel Hall Rooms 215
and 225, All Tuesday
Sessions*

8:30 AM – 9:00 AM

BREAKFAST

Hazel Hall Room 215

9:00 AM – 9:05 AM

WELCOME

JAMES C. COOPER

Associate Professor of Law and Director, Program on Economics & Privacy, George Mason University School of Law

Tuesday, June 21

*Hazel Hall Rooms 215
and 225, All Tuesday
Sessions*

9:05 AM – 10:15 AM

CONCURRENT SESSIONS

**AG SESSION 1 - ROOM 225:
INTRODUCTION TO ECONOMICS OF
INFORMATION**

JAMES C. COOPER

READING ASSIGNMENT:

Pauline M. Ippolito & Alan D. Mathios, "Information, Advertising and Health Choices: A Study of the Cereal Market," 21 *RAND J. Econ.* 459 (1990)

**ECONOMIST SESSION 1 - ROOM 215:
CONSUMER PROTECTION UNDER
THE FTC ACT**

J. HOWARD BEALES III

Associate Professor of Strategic Management & Public Policy, The George Washington University

10:30 AM – 11:45 AM

CONCURRENT SESSIONS

**AG SESSION 2 - ROOM 225:
ECONOMICS OF PRIVACY**

J. HOWARD BEALES III

READING ASSIGNMENT:

Richard A. Posner, "The Right to Privacy," 12 *Ga. L. Rev.* 393 (1977)

Richard S. Murphy, "Property Rights in Personal Information: An Economic Defense of Privacy," 84 *Geo. L.J.* 2381 (1996)

**ECONOMIST SESSION 2 - ROOM 215:
THE FIRST AMENDMENT AND
COMMERCIAL SPEECH**

JAMES C. COOPER

READING ASSIGNMENT:

Virginia St. Bd. of Pharmacy v. Virginia Citizens Consumer Council, 425 U.S. 748 (1976)

Sorrell v. IMS Health, Inc., 131 S. Ct. 2653 (2011)

PROGRAM ON ECONOMICS & PRIVACY

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Tuesday, June 21

Hazel Hall Rooms 215 and 225, All Tuesday Sessions

11:45 AM – 1:00 PM

WORKING LUNCH

Hazel Hall Room 215

1:15 PM – 2:30 PM

**JOINT SESSION 3:
REGULATING CONSUMER
INFORMATION**

J. HOWARD BEALES III

READING ASSIGNMENT:
Howard Beales, Richard Craswell and Steven C. Salop, "The Efficient Regulation of Consumer Information," 24 *The Journal of Law & Economics* 491 (1981)

2:45 PM – 4:00 PM

JOINT SESSION 4: INDUSTRY PANEL DISCUSSION

6:00 – 8:30 PM

RECEPTION AND DINNER

The Westin Arlington Gateway, Ernest Hemingway Salon I

Wednesday, June 22

Founders Hall Auditorium, All Wednesday Sessions

8:00 AM - 8:45 AM

REGISTRATION AND BREAKFAST

Founders Hall Multipurpose Room

8:45 AM – 9:00 AM

WELCOME

TODD J. ZYWICKI

Executive Director, Law & Economics Center and George Mason University Foundation Professor of Law, George Mason University School of Law

JAMES C. COOPER

9:00 AM – 10:15 AM

**PANEL 1: PRIVACY &
COMPETITION: EU AND
US PERSPECTIVES**

PANELISTS

D. DANIEL SOKOL

Professor of Law, University of Florida Levin College of Law

ABIGAIL SLATER

Vice President, Legal and Regulatory Policy, The Internet Association

ANDREA GLORIOSO

Counselor, ICT & Digital Economy, Delegation of the European Union to the USA

MODERATOR

MARIA B. COPPOLA

Counsel for European Affairs, Federal Trade Commission

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Wednesday, June 22

Founders Hall Auditorium,
All Wednesday Sessions

<p>10:30 AM – 11:45 AM PANEL 2: BIOMETRICS: PRIVACY, SECURITY, AND CONVENIENCE</p>	<p>PANELISTS ALVARO BEDOYA Executive Director, Center on Privacy & Technology and Adjunct Professor of Law, Georgetown University Law Center BRENDA LEONG Senior Counsel and Director of Operations, Future of Privacy Forum CARL SZABO Senior Policy Counsel, NetChoice</p> <p>MODERATOR JAMES C. COOPER</p>
<p>11:45 AM – 2:00 PM LUNCHEON KEYNOTE ADDRESS: THE ENCRYPTION DEBATE <i>Founders Hall Multipurpose Room</i></p>	<p>KEYNOTE SPEAKERS KENNETH L. WAINSTEIN Partner, Cadwalader Wickersham & Taft LLP KEVIN BANKSTON Director, Open Technology Institute, New America</p> <p>MODERATOR JAMIL N. JAFFER Adjunct Professor and Director, Homeland and National Security Law Program, George Mason University School of Law</p>

Wednesday, June 22

Founders Hall Auditorium,
All Wednesday Sessions

<p>2:00 PM – 3:15 PM PANEL 3: BIG DATA, MINORITIES, AND THE POOR: TOOL FOR INCLUSION?</p>	<p>PANELISTS DANIEL CASTRO Vice President, Information Technology and Innovation Foundation JULES POLONETSKY CEO, Future of Privacy Forum ROBERT SCHOSHINSKI Assistant Director, Division of Privacy and Identity Protection, Federal Trade Commission TODD J. ZYWICKI</p> <p>MODERATOR JAMES C. COOPER</p>
<p>3:30 PM – 5:00 PM PANEL 4: CONSUMER ATTITUDES ON PRIVACY: EMPIRICAL EVIDENCE</p>	<p>PANELISTS JANE R. BAMBAUER Associate Professor of Law, University of Arizona James E. Rogers College of Law KIRSTEN E. MARTIN Assistant Professor of Strategic Management & Public Policy, The George Washington University School of Business SLAVA MIKHED Senior Industry Specialist, Federal Reserve Bank of Philadelphia SASHA L. ROMANOSKY Associate Policy Researcher, RAND Corporation</p> <p>MODERATOR SIONA R. LISTOKIN-SMITH Associate Professor and Director, Master of Public Policy Program, George Mason University School of Policy, Government, and International Affairs</p>
<p>5:00 PM ADJOURN</p>	

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