

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

LAW & ECONOMICS CENTER



PROGRAM ON ECONOMICS & PRIVACY

WORKSHOP ON THE ECONOMICS OF INFORMATION, ADVERTISING, AND PRIVACY

JUNE 7 – 8, 2017

GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

LAW & ECONOMICS CENTER

Since its inception in 1974, the Law & Economics Center has played a critical role as a leader in law and economics research and education. The LEC recognizes both the importance of timely, relevant, and unassailable research on public policy issues as well as the necessity of communicating research findings to those who are directly shaping our country's public policy discussions. With research divisions devoted to large-scale empirical projects and top-quality legal policy analysis, and educational arms reaching out to judges, attorneys general, and other policymakers, the LEC is uniquely equipped to positively affect national policy outcomes.

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THE HENRY G. MANNE PROGRAM IN LAW & ECONOMICS STUDIES promotes law and economics scholarship by funding faculty research and hosting policy-relevant research roundtables and academic conferences.

THE MASON ATTORNEYS GENERAL EDUCATION PROGRAM offers courses that provide a broad-based understanding of economic and public policy issues to state attorneys general and their staff attorneys.

THE CONGRESSIONAL CIVIL JUSTICE CAUCUS ACADEMY organizes rigorous, balanced educational programs on a range of civil justice issues for the benefit of the general public and members of the US Congress and their staff.

THE PROGRAM ON ECONOMICS & PRIVACY is dedicated to studying the economic tradeoffs inherent to privacy, data security, and other digital information debates, and to producing relevant and original research and education programs for policymakers.

HELPFUL RESOURCES

WIFI NETWORK

Please see page 21

TAXI INFORMATION

Red Top Cab of Arlington

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PROGRAM ON ECONOMICS & PRIVACY
WORKSHOP ON THE ECONOMICS OF INFORMATION,
ADVERTISING, AND PRIVACY
JUNE 7 – 8, 2017, ARLINGTON, VA

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WEB INFORMATION

pep.gmu.edu
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PROGRAM ON ECONOMICS & PRIVACY

WORKSHOP ON THE ECONOMICS OF INFORMATION, ADVERTISING, AND PRIVACY

Wednesday, June 7

Hazel Hall 215,
All Classes

BREAKFAST

Lobby, Hyatt Place Arlington/Courthouse Plaza

Hotel guests will receive a complimentary continental breakfast. Continental breakfast will be provided to other attendees at the law school.

7:50 AM

WALK TO THE LAW SCHOOL

Hyatt Place to Antonin Scalia Law School

8:00 AM – 9:00 AM

REGISTRATION & WELCOME

9:00 AM – 10:15 AM

ECONOMICS OF INFORMATION 1: SEARCH & ADVERSE SELECTION

JAMES C. COOPER

Program on Economics & Privacy, George Mason University Antonin Scalia Law School

10:30 AM – 11:30 AM

MACHINE LEARNING AND GOOGLE TRANSLATE

JULIE CATTIAU

Google

11:30 AM – 12:00 PM

BREAK AND LUNCH SERVED

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

HOTEL: Hyatt Place Arlington/Courthouse Plaza, 2401 Wilson Boulevard, Arlington, VA 22201

Wednesday, June 7

Hazel Hall 215, All Classes

<p>12:00 PM – 1:15 PM ECONOMICS OF INFORMATION 2: SCREENING, SIGNALING, AND PRIVACY</p>	<p>JAMES C. COOPER</p>
<p>1:30 PM – 2:15 PM ECONOMICS OF ADVERTISING</p>	<p>J. HOWARD BEALES, III The George Washington University</p>
<p>2:30 PM – 3:45 PM ECONOMICS OF COMMERCIAL DATA REGULATION</p>	<p>J. HOWARD BEALES, III</p>
<p>5:30 PM – 8:00 PM RECEPTION & DINNER <i>Lyon Hall, 3100 North Washington Boulevard, Arlington, VA 22201</i></p>	

PROGRAM ON ECONOMICS & PRIVACY

WORKSHOP ON THE ECONOMICS OF INFORMATION, ADVERTISING, AND PRIVACY

Thursday, June 8

Founders Hall Auditorium,
All Classes

8:00 AM – 8:50 AM BREAKFAST <i>Founders Hall Multipurpose Room</i>	
8:50 AM – 9:00 AM WELCOME	JAMES C. COOPER JULES POLONETSKY Future of Privacy Forum
9:00 AM – 9:50 AM MORNING KEYNOTE: <i>PRIVACY NOTICES</i>	KEYNOTE SPEAKER OMRI BEN-SHAHAR The University of Chicago Law School DISCUSSANT JULIE BRILL Hogan Lovells MODERATOR ABIGAIL SLATER The Internet Association
10:00 AM – 11:00 AM PANEL 1: UNFAIRNESS UNDER SECTION 5: UNPACKING “SUBSTANTIAL INJURY”	<i>UNREASONABLE PRIVACY PRACTICES: NO REASON THEY CAN'T BE UNFAIR</i> JOSEPH JEROME Center for Democracy & Technology <i>UNPACKING UNFAIRNESS: MEASURING CONSUMER PERCEPTIONS OF PRIVACY COSTS AND BENEFITS</i> CALLI SCHROEDER International Association of Privacy Professionals (with Cobun Keegan, IAPP) MODERATOR MICHELLE ROSENTHAL T-Mobile

CLASSES: George Mason University Antonin Scalia Law School, Founders Hall, 3351 Fairfax Drive, Arlington, VA 22201

HOTEL: Hyatt Place Arlington/Courthouse Plaza, 2401 Wilson Boulevard, Arlington, VA 22201

Thursday, June 8

Founders Hall, All Sessions

11:10 AM – 12:25 PM

**PANEL 2:
CONCEPTUALIZING THE
BENEFITS AND COSTS OF
DATA FLOWS**

THE COSTS OF NOT USING DATA: BALANCING PRIVACY AND THE PERILS OF INACTION

OMER TENE

International Association of Privacy Professionals (with Gabe Maldoff, Bird & Bird)

BALANCING THE BENEFITS AND COSTS OF HEALTH DATA COLLECTED BY EMPLOYER-SPONSORED WELLNESS PROGRAMS

DALE B. THOMPSON

Opus School of Business, University of St. Thomas

MEASURING COSTS AND BENEFITS OF PRIVACY CONTROLS: CONCEPTUAL ISSUES AND EMPIRICAL ESTIMATES

JOSEPH J. CORDES

The George Washington University (with Daniel Perez, The George Washington University)

MODERATOR

KELSEY FINCH

Future of Privacy Forum

12:25 PM – 1:30 PM

LUNCHEON

Founders Hall Multipurpose Room

LUNCHEON PANEL DISCUSSION: *THE FUTURE OF FTC PRIVACY AND DATA SECURITY POLICY*

THOMAS B. PAHL

Federal Trade Commission

LYDIA PARNES

Wilson Sonsini Goodrich & Rosati

WILLIAM C. MACLEOD

Kelley Drye & Warren LLP and Chair, ABA Section on Antitrust

MODERATOR

JAMES C. COOPER

PROGRAM ON ECONOMICS & PRIVACY

WORKSHOP ON THE ECONOMICS OF INFORMATION, ADVERTISING, AND PRIVACY

Thursday, June 8

Founders Hall Auditorium,
All Sessions

1:45 PM – 2:30 PM

**AFTERNOON KEYNOTE:
THE NEEDED REDESIGN
OF US PRIVACY POLICY
INSTITUTIONS**

KEYNOTE SPEAKER

DAVID A. HYMAN

Georgetown University Law Center

DISCUSSANT

JOSHUA D. WRIGHT

Global Antitrust Institute, George Mason University Antonin Scalia Law School

2:40 PM – 3:40 PM

**PANEL 3: THE LAW AND
ECONOMICS OF DATA
SECURITY**

*WHEN “REASONABLE” ISN’T: THE FTC’S STANDARD-LESS DATA SECURITY
STANDARD*

GEOFFREY A. MANNE

International Center for Law & Economics (with Kristian Stout, ICLE)

*HOW MUCH SHOULD WE SPEND TO PROTECT PRIVACY?: THE NEED FOR
INFORMATION WE DO NOT HAVE*

ROBERT H. SLOAN

University of Illinois at Chicago (with Richard Warner, Chicago-Kent School of Law,
Illinois Institute of Technology)

MODERATOR

BRENDA LEONG

Future of Privacy Forum

3:40 PM

CLOSING REMARKS

BONNIE KELLY

Journal of Law, Economics & Policy

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**J. HOWARD BEALES III**

PROFESSOR OF STRATEGIC MANAGEMENT AND PUBLIC POLICY
THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS

Howard Beales teaches in the school of business at The George Washington University, where he has been since 1988. His research interests include a wide variety of consumer protection regulatory issues, including privacy, law and economics, and the regulation of advertising. He has published numerous articles addressing these issues in academic journals. From 2001 through 2004, Dr. Beales served as the director of the bureau of consumer protection at the Federal Trade Commission (FTC). In that capacity, he was instrumental in redirecting the FTC's privacy agenda to focus on the consequences of the use and misuse of consumer information. During his tenure, the Commission proposed, promulgated, and implemented the national Do Not Call Registry. He also worked with Congress and the Administration to develop and implement the Fair and Accurate Credit Transactions Act of 2003, and testified before Congress on numerous occasions. His aggressive law enforcement program produced the largest redress orders in FTC history and attacked high volume frauds promoted through heavy television advertising. Dr. Beales also worked at the FTC from 1977 to 1987, as a staff economist, assistant to the director of the bureau of consumer protection, associate director for policy and evaluation, and acting deputy director. He received his PhD in economics from The University of Chicago in 1978.

**OMRI BEN-SHAHAR**

LEO AND EILEEN HERZEL PROFESSOR OF LAW
THE UNIVERSITY OF CHICAGO LAW SCHOOL

Omri Ben-Shahar earned his PhD in economics and SJD from Harvard in 1995 and his BA and LLB from Hebrew University in 1990. Before coming to Chicago, he was the Kirkland & Ellis Professor of Law and Economics at the University of Michigan. Prior to that, he taught at Tel-Aviv University, was a member of Israel's Antitrust Court, and clerked at the Supreme Court of Israel. He teaches contracts, sales, trademark law, insurance law, consumer law, e-commerce, food law, law and economics, and game theory and the law. He writes primarily in the fields of contract law and consumer protection. He is the co-author of *More Than You Wanted to Know: The Failure of Mandated Disclosure* (Princeton 2014). Professor Ben-Shahar is also the Kearney Director of the Coase-Sandor Institute for Law and Economics. He is the co-reporter for the American Law Institute's *Restatement of Consumer Contracts*. He also writes a biweekly column for *Forbes*.



JULIE BRILL
PARTNER
HOGAN LOVELLS LLP

Julie Brill is at the forefront of data protection, privacy, and cybersecurity law. As partner and co-leader of the Global Privacy and Cybersecurity Practice Group of Hogan Lovells, Ms. Brill's keen intelligence and reservoir of knowledge helps clients navigate complex rules around data security.

Prior to joining Hogan Lovells, Ms. Brill was appointed to the US Federal Trade Commission (FTC) by President Obama and unanimously confirmed as a commissioner in 2010. She established herself as a champion of the consumer's right to transparency, notification, and privacy, and emerged "as the Commission's most important voice on Internet privacy and data security issues," "one of the top minds in online privacy," and one of the top government players "leading the data privacy debate."

While serving as Commissioner of the FTC, Ms. Brill became one of the key US regulators on advertising law, including ad tech, native advertising, and other cutting-edge ad issues. She has also been recognized as one of the nation's top antitrust officials, particularly in the area of healthcare and hi-tech. After her trailblazing decision in *ProMedica* was upheld by the Sixth Circuit, Ms. Brill was named one of the 50 Most Powerful People in Healthcare.

Ms. Brill graduated *magna cum laude* from Princeton University, and from New York University School of Law, where she had a Root-Tilden Scholarship for her commitment to public service.



JULIE CATTIAU
PRODUCT MANAGER, GOOGLE TRANSLATE
GOOGLE

Julie is a program manager with Google Translate. She has spent six years in of product management and product marketing on machine learning projects and mobile products like Google Translate and YouTube. Julie is skilled at translating research and machine learning projects into reality for users, and has a proven ability to lead from concept through launch the development of Mobile apps.

**JAMES C. COOPER**

ASSOCIATE PROFESSOR OF LAW AND DIRECTOR,
PROGRAM ON ECONOMICS & PRIVACY
GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL

James C. Cooper is associate professor of law and director of the Program on Economics & Privacy at George Mason University Antonin Scalia Law School. Prior to joining George Mason, he spent several years at the Federal Trade Commission (FTC), most recently as an advisor to Commissioner William Kovacic. Dr. Cooper also worked in the FTC's Office of Policy Planning, where he last served as acting director. Prior to joining the FTC, he was an associate in the antitrust group at Crowell & Moring LLP in Washington, DC.

Dr. Cooper has taught law and economics at Johns Hopkins University, and his research has appeared in publications including the *Antitrust Law Journal*, *International Journal of Industrial Organization*, and the *Boston University Law Review*.

Dr. Cooper has a PhD in economics from Emory University and a JD from George Mason University School of Law, where he was a Levy Fellow.

**JOSEPH J. CORDES**

PROFESSOR OF ECONOMICS, PUBLIC POLICY AND PUBLIC ADMINISTRATION,
AND INTERNATIONAL AFFAIRS
TRACHTENBERG SCHOOL OF PUBLIC POLICY AND PUBLIC ADMINISTRATION,
THE GEORGE WASHINGTON UNIVERSITY

Professor Joe Cordes joined the George Washington University faculty in 1975. He is associate director of the Trachtenberg School and professor of economics, public policy and public administration, and international affairs.

Dr. Cordes was a Brookings Economic Policy fellow in the Office of Tax Policy in the US Department of the Treasury in 1980-81, and served as a senior economist on the Treasury's Tax Reform project in 1984. From 1989 to 1991 he was deputy assistant director for tax analysis at the Congressional Budget Office. He was a visiting fellow at the Urban Institute in 1998-1999, and is currently an associate scholar in the Center on Nonprofits and Philanthropy at the Urban Institute. He has been a consultant to the Washington, DC Tax Revision Commission, the RAND Corporation, and numerous government agencies including the Congressional Budget Office, Internal Revenue Service Office of Research, the US Treasury Department, National Institute of Standards and Technology, and the National Research Council.



KELSEY E. FINCH

POLICY COUNSEL
FUTURE OF PRIVACY

Kelsey Finch is policy counsel at the Future of Privacy Forum. Her projects at FPF include consumer wellness and wearables, big data, de-identification standards, and privacy by design. Before coming to FPF, Ms. Finch was an inaugural Westin Fellow at the International Association of Privacy Professionals, where she produced practical research on a range of privacy topics and edited the *FTC Privacy Casebook*. She is a graduate of Smith College and the Benjamin N. Cardozo School of Law, with a concentration in intellectual property & information law.



DAVID A. HYMAN

PROFESSOR OF LAW
GEORGETOWN UNIVERSITY LAW CENTER

David A. Hyman is a professor of law at Georgetown University Law Center. He teaches first-year civil procedure, which he taught as a visiting professor at Georgetown Law in 2015. A doctor as well as a lawyer, Dr. Hyman served most recently as the Ross and Helen Workman Chair in Law and professor of medicine at the University of Illinois, where he directed the Epstein Program in Health Law and Policy. He focuses his research on the regulation and financing of health care and has taught insurance, medical malpractice, law and economics, professional responsibility, and tax policy, in addition to civil procedure. Dr. Hyman served as special counsel on the US Federal Trade Commission (FTC), where he organized and led hearings on health care and competition — leading to the first joint report issued by the FTC and Department of Justice, “Improving Health Care: A Dose of Competition.” Earlier in his career, he was an associate at Mayer, Brown & Platt in Chicago, practicing tax litigation and health care law. He has been a visiting law professor at the University of Texas and The George Washington University, a law professor at the University of Maryland, and a lecturer at The University of Chicago. Dr. Hyman earned his BA, JD, and MD degrees from The University of Chicago.

**JOSEPH JEROME**

POLICY COUNSEL, PRIVACY & DATA
CENTER FOR DEMOCRACY & TECHNOLOGY

Joseph Jerome is a policy counsel on the Center for Democracy and Technology's Privacy & Data Project. His work focuses on the legal and ethical questions posed by smart technologies and big data, and he is interested in developing transparency and accountability mechanisms and procedures around novel uses of data.

Prior to joining CDT, Mr. Jerome was an associate in the cybersecurity and privacy practice of a major law firm. His practice focused on advertising technologies and privacy compliance in the health and financial sectors. Additionally, he worked on a wide range of consumer privacy issues at the Future of Privacy Forum and has written articles about data ethics, trust in the online gig economy, and emerging technologies in video games.

Mr. Jerome has a JD from the New York University School of Law, where he was an International Law and Human Rights Student Fellow, and a BA from Boston University.

**BRENDA K. LEONG**

SENIOR COUNSEL AND DIRECTOR OF STRATEGY
FUTURE OF PRIVACY FORUM

Brenda Leong is a senior counsel and director of strategy at the Future of Privacy Forum (FPF). She oversees strategic planning and budget management, as well as managing FPF support to privacy issues across the FPF portfolio – from student privacy, consumer wellness, and wearables, to big data, de-identification standards, and privacy by design, as well as smart technologies and ethical considerations of data use. She works on industry standards and collaboration on privacy concerns, as well as partnering with stakeholders and advocates to reach practical solutions to the privacy challenges for consumer and commercial data uses. Prior to working at FPF, Ms. Leong served in the US Air Force, including policy and legislative affairs work from the Pentagon and the US Department of State. She is a 2014 graduate of George Mason University School of Law.



WILLIAM C. MACLEOD

PARTNER

KELLEY DRYE & WARREN LLP

Bill MacLeod chairs Kelley Drye's Antitrust and Competition practice group. A former bureau director at the US Federal Trade Commission (FTC), Mr. MacLeod offers his clients decades of experience in competition law, trade regulation, advertising, privacy and security issues, from both an agency and business perspective. He represents some of the most prominent organizations driving business and industry today. He resolves serious, complicated problems with stakes reaching into the billions of dollars for multi-national corporations, domestic and international privately-owned companies, and rapid-growth ventures.

Mr. MacLeod previously served as director of the FTC's Bureau of Consumer Protection, which is the chief federal prosecutor of unfair and deceptive advertising. In this position, he served as the US delegate to a committee of the Organization for Economic Cooperation and Development, where agency heads of Europe, Australia and Japan develop policies for financial regulations, product safety, and international advertising. He also held such positions as advisor to the assistant attorney general of the US Department of Justice's Antitrust Division, director of the FTC's Chicago regional office, and attorney advisor to the FTC chairman.



GEOFFREY A. MANNE

FOUNDER AND EXECUTIVE DIRECTOR

INTERNATIONAL CENTER FOR LAW & ECONOMICS

Geoffrey A. Manne is the founder and executive director of the International Center for Law and Economics (ICLE), based in Portland, Oregon. In 2015 he was also appointed to the FCC's Consumer Advisory Committee, where he co-chairs the Broadband Working Group. Mr. Manne is an expert in the economic analysis of law, drawing on two degrees from The University of Chicago. He specializes in antitrust, telecommunications, consumer protection, intellectual property, and technology policy, and has been described by Professor Herbert Hovenkamp (the "dean of American Antitrust Law") as a "top scholar of competition policy and intellectual property." His publications have appeared in numerous journals including the *Journal of Competition Law and Economics*, the *Harvard Journal of Law and Public Policy*, the *Supreme Court Economic Review*, and the *Columbia Business Law Review*. Mr. Manne has also testified on several occasions before Congress and at the FCC, and he regularly files written comments or amicus briefs on key antitrust, IP, and telecommunications issues.

Prior to founding ICLE, Mr. Manne was a law professor at Lewis & Clark Law School where he taught law & economics, corporations, wills & trusts, and international economic regulation. From 2006-2009, he took a leave from teaching to develop Microsoft's legal and economics academic outreach program. He has also served as a lecturer in law at The University of Chicago Law School and the University of Virginia School of Law. He practiced antitrust law and appellate litigation at Latham & Watkins, clerked for the Honorable Morris S. Arnold on the US Court of Appeals for the Eighth Circuit, and worked as a research assistant for the Honorable Richard Posner.

**THOMAS B. PAHL**

ACTING DIRECTOR, BUREAU OF CONSUMER PROTECTION
FEDERAL TRADE COMMISSION

Thomas B. Pahl was appointed Acting Director of the FTC's Bureau of Consumer Protection by Acting Chairman Maureen K. Ohlhausen on February 21, 2017. He oversees the Commission's attorneys, investigators, and administrative personnel working to protect consumers from unfair and deceptive practices in the marketplace. Mr. Pahl first joined the agency in 1990, and spent more than two decades serving in various positions, including as assistant director in the Divisions of Financial Practices and Advertising Practices, and as an attorney advisor for former FTC Commissioners Orson Swindle and Mary Azcuenaga.

Before commencing his current position at the agency, Mr. Pahl was a partner at the law firm of Arnall Golden Gregory LLP in Washington, DC, where his practice focused on consumer financial services and other consumer protection matters. He also was a managing counsel at the Consumer Financial Protection Bureau's Office of Regulations, where he was responsible for rulemaking, guidance, and policy development activities relating to debt collection, credit reporting, and financial privacy.

Mr. Pahl received his JD, *cum laude*, from Northwestern University School of Law in Chicago, Illinois, and his BA, *summa cum laude*, in economics from the College of St. Thomas in St. Paul, Minnesota.

**LYDIA B. PARNES**

PARTNER
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Lydia Parnes is a partner in the Washington, DC office of Wilson Sonsini Goodrich & Rosati, where she is co-chair of the firm's privacy and data protection practice. Her practice focuses on privacy, data security, online advertising, and general advertising and marketing practices. The former director of the Bureau of Consumer Protection (BCP) at the Federal Trade Commission (FTC), Ms. Parnes is a highly regarded privacy expert. As director of the BCP, she oversaw data security enforcement efforts and the development of the FTC's approach to online advertising. She testified on numerous occasions on the benefits of a uniform nationwide data breach law, the risks of legislating in the technology area, and the need to assist consumers who become victims of identity theft. She served as the deputy executive director of the President's Task Force on Identity Theft, coordinating the efforts of 17 federal agencies in developing a national strategic plan to combat identity theft in both the private and public sectors.

Ms. Parnes advises companies on how to maintain the highest standards for the collection, protection, and use of consumer data while pursuing their business interests. She also helps them develop and implement comprehensive privacy compliance programs and understand the nuances of regulation and self-regulation in the privacy arena. Ms. Parnes regularly represents clients before the FTC and other federal and state agencies. Ms. Parnes was named a top lawyer in the cybersecurity category by *Washingtonian* magazine in 2015 and is regularly recognized in *Chambers USA*, *Chambers Global*, and *The International Who's Who of Business Lawyers* as among the country's top privacy and data security attorneys.



JULES POLONETSKY

CEO

FUTURE OF PRIVACY FORUM

Jules Polonetsky serves as CEO of the Future of Privacy Forum (FPF), a Washington, DC-based think tank that seeks to advance responsible data practices. FPF is supported by the chief privacy officers of more than 110 leading companies and several foundations, as well as by an advisory board comprised of the country's leading academics and advocates. In 2001, Crain's *NY Business* magazine named Mr. Polonetsky one of the top technology leaders in New York City.

Mr. Polonetsky's previous roles have included serving as chief privacy officer at AOL and before that at DoubleClick, as consumer affairs commissioner for New York City, as an elected New York State Legislator, as a congressional staffer, and as an attorney.

Mr. Polonetsky serves on the advisory board of the Center for Copyright Information. He has served on the boards of a number of privacy and consumer protection organizations including TRUSTe, the International Association of Privacy Professionals, and the Network Advertising Initiative. From 2011-2012, Mr. Polonetsky served on the Department of Homeland Security's Data Privacy and Integrity Advisory Committee.

Mr. Polonetsky is a regular speaker at privacy and technology events and has testified or presented before Congressional committees and the Federal Trade Commission.



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PRINCIPAL CORPORATE COUNSEL, PRIVACY

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Michelle Rosenthal is principal corporate counsel for privacy in T-Mobile's Government Affairs department. She works on internal and external policy matters involving privacy, data security, and other consumer issues. Ms. Rosenthal interacts with regulatory agencies such as the FCC, FTC, and CFPB, and works with others at T-Mobile to ensure that the company's business practices are consistent with existing regulations and guidance. For over a year and throughout the FCC's recent broadband privacy rulemaking, Ms. Rosenthal advocated extensively for a more flexible privacy regime that is consistent with the approach taken by the FTC. Prior to T-Mobile, Ms. Rosenthal worked for 6 years in the FTC's privacy and advertising divisions. While there, she worked primarily on privacy and advertising matters, including litigating and setting policy in the areas of deceptive advertising, online interest-based advertising, the definition and scope of personally-identifiable information, privacy, and other technology- and Internet-related issues.

**CALLI SCHROEDER**

WESTIN FELLOW

INTERNATIONAL ASSOCIATION OF PRIVACY PROFESSIONALS

Calli Schroeder is a recent University of Colorado Law School graduate. Her brief stint as a wedding singer led her to wonder if she had violated copyright law, an interest which transitioned to tech law broadly and privacy law specifically. While in law school, Ms. Schroeder interned for FTC Commissioner Julie Brill, published an article on consent issues and IRBs in the *Colorado Technology Law Journal*, served as lead student note editor on the same, and worked as a student attorney in the Technology Law and Policy Clinic. She developed a focus on consumer protection issues, surveillance, data breaches, and freaking people out at parties.

Originally from Whitefish, Montana, Ms. Schroeder holds an undergraduate degree in peace studies from Whitworth University. Outside of work, she enjoys traveling, music, and extensive debates about comic books.

**ABIGAIL SLATER**

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Abigail Slater is general counsel at the Internet Association (IA). She was with the Federal Trade Commission (FTC) for a decade, and since 2011, served as an attorney advisor to Commissioner Julie Brill. Prior to working in Commissioner Brill's office, Ms. Slater worked as a staff attorney in the FTC's Bureau of Competition, where she focused on merger reviews in the high-tech sector and worked on several litigated cases involving the agency. Outside the FTC, she has served as a vice chair in the American Bar Association Antitrust Section and blogs regularly for Penn Law School's *RegBlog*.

Ms. Slater holds a law degree from University College Dublin and a master's degree in European and Comparative Law from Oxford University. She is an IAPP certified privacy professional in the US and Europe. Prior to settling in Washington, DC, she worked for the global law firm Freshfields in their London and Brussels offices.



ROBERT H. SLOAN

PROFESSOR AND DEPARTMENT HEAD, DEPARTMENT OF COMPUTER SCIENCE
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Robert Sloan is professor and department head of the Department of Computer Science at the University of Illinois at Chicago and the author of *Unauthorized Access: The Crisis in Online Privacy and Security*, CRC Press, 2013. His research focuses on the application of computer science theory and algorithms to problems from artificial intelligence; computer security, especially privacy, legal, and policy issues; and computer science education.

Prior to joining the University, Professor Sloan was program director for the Theory of Computing Program at the National Science Foundation and was a postdoctoral fellow in the computer science department at Harvard University. Professor Sloan's articles have appeared in *Discrete Mathematics and Theoretical Computer Science*, the *University of Illinois Journal of Technology, Law & Policy*, the *Journal of Experimental & Theoretical Artificial Intelligence*, and *JSAT: Journal on Satisfiability, Boolean Modeling and Computation*, among others.

Professor Sloan earned his PhD in computer science and his SM in electrical engineering and computer science from the Massachusetts Institute of Technology, and his BS in mathematics from Yale College.



OMER TENE

VICE PRESIDENT OF RESEARCH AND EDUCATION
INTERNATIONAL ASSOCIATION OF PRIVACY PROFESSIONALS

Omer Tene is vice president of research and education at the International Association of Privacy Professionals. He is an affiliate scholar at the Stanford Center for Internet and Society and a senior fellow at the Future of Privacy Forum. Mr. Tene also teaches at the Israeli College of Management School of Law. Previously, Mr. Tene has been a visiting fellow at the Berkeley Center for Law and Technology and the director of the data protection group at the British Institute of International and Competitive Law. He began his legal career as an associate at Debevoise & Plimpton and later as an associate at Fried Frank Harris Shriver & Jacobsen in their Paris office.

Mr. Tene's publications have appeared in the *Wisconsin International Law Journal*, *Washington & Lee Law Review*, *Santa Clara Law Review*, and the *Vanderbilt Journal of Entertainment and Technology Law*, among others. He earned his JD from New York University School of Law.

**DALE B. THOMPSON**

ASSOCIATE PROFESSOR OF ETHICS AND BUSINESS LAW
OPUS COLLEGE OF BUSINESS, UNIVERSITY OF ST. THOMAS

Dale Thompson provides an integrative approach between business and law. With a PhD in economics and a JD (both from Stanford), he understands both the competitive pressures facing business and industry, and the constraints and opportunities presented by the legal environment of business. In his courses, students learn to conduct step-by-step analysis of legal disputes encountered by actual businesses, and develop an understanding and appreciation of the connections between legal principles and management of their businesses.

In his research, Professor Thompson examines the use of governmental regulations and economic incentives to achieve policy objectives. This research includes an investigation of the appropriate scale of regulation, under the principles of federalism. He has applied his approach to such diverse subjects as environmental policies, health care, financial markets, telecommunications, and immigration. His research has been published in top legal journals, including the *San Diego Law Review*, *Akron Law Review*, *Buffalo Law Review*, *Loyola University Chicago Law Journal*, *Environmental Law*, and the *William & Mary Policy Review*.

In addition to his teaching and research, Professor Thompson plays an active role in serving the University of St. Thomas community, his local community (through both his church and as a volunteer soccer and baseball coach), and the broader academy (as an officer in the Midwest Academy of Legal Studies in Business).

**JOSHUA D. WRIGHT**

UNIVERSITY PROFESSOR AND EXECUTIVE DIRECTOR, GLOBAL ANTITRUST
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Joshua D. Wright is University Professor and executive director of the Global Antitrust Institute at George Mason University Antonin Scalia Law School and holds a courtesy appointment in the department of economics. Professor Wright previously served as commissioner of the Federal Trade Commission (FTC) from January 2013 to August 2015. Professor Wright is a leading scholar in antitrust law, economics, intellectual property, and consumer protection. He has published more than seventy articles and book chapters, co-authored a leading casebook, and edited several book volumes focusing on these issues. Professor Wright also served as co-editor of the *Supreme Court Economic Review* and a senior editor of the *Antitrust Law Journal*.

Professor Wright previously served the FTC in the Bureau of Competition as its inaugural Scholar-in-Residence from 2007 to 2008, where he focused on enforcement matters and competition policy.

Professor Wright received his JD from the University of California, Los Angeles in 2002, his PhD in economics from UCLA in 2003, and graduated with honors from the University of California, San Diego in 1998. He is a member of the California Bar.

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