



Agenda

Workshop on the Law & Economics of Privacy for State Attorneys General and Solicitors General

Wednesday, April 17 through Friday, April 19, 2024

Wednesday, April 17

- 5:50 – 6:00 pm **Registration**
- 6:00 – 7:00 pm **Welcome Reception**

Thursday, April 18

- 6:30 – 7:30 am **Breakfast, on own at hotel**
- 7:30 – 8:00 am **Walk from hotel to Antonin Scalia Law School**
- 8:00 – 8:05 am **Welcome**
- Ken Randall**, Allison and Dorothy Rouse Dean and George Mason University Foundation Professor of Law, George Mason University Antonin Scalia Law School

- 8:05 – 9:15 am **Session 1: Introduction to the Economics of Information**
- James C. Cooper**, Professor of Law; Director, Program on Economics & Privacy, George Mason University Antonin Scalia Law School

Reading Assignment:
Howard Beales, Richard Craswell, and Steven C. Salop, "The Efficient Regulation of Consumer Information," *The Journal of Law & Economics* 24, (no. 3, December 1981): 491-539.

- 9:15 – 9:30 am **Break**
- 9:30 – 10:45 am **Session 2: Economics of Information 2: Disclosure, Signaling, and Screening**
- John M. Yun**, Associate Professor of Law, George Mason University Antonin Scalia Law School

Reading Assignment:
Henry N. Butler, et al, *Economic Analysis for Lawyers* (3rd Edition, 2016), Chapter V: Information Costs and Transaction Costs, pp 231-241.

F. A. Hayek, The Use of Knowledge in Society, *The American Economic Review*, Vol. 35, No. 4 (September, 1945): 519-530.

- 10:45 – 11:00 am **Break**
- 11:00 am – 12:15 pm **Session 3: Economics of Advertising: Remedies & Ad Substantiation | Cooper**

Reading Assignment:

Pauline M. Ippolito and Alan D. Mathios, "Information, Advertising and Health Choices: A Study of the Cereal Market," *The RAND Journal of Economics* (1990).

James C. Cooper and Bruce H. Kobayashi, "Equitable Monetary Relief Under the FTC Act: An Opportunity for a Marginal Improvement," 83 *Antitrust Law Journal* 645 (2021).

12:15 – 2:00 pm

Working Lunch and Session 4: Economics of Privacy | Cooper

Reading Assignment:

Alessandro Acquisti, Curtis Taylor, & Liad Wagman, "The Economics of Privacy," 54 *Journal of Economic Literature* 442 (2016).

2:00 pm

Adjourn for the Day

Friday, April 19

6:30 – 7:30 am

Breakfast, on own at hotel

7:30 – 8:00 am

Walk from hotel to Antonin Scalia Law School

8:00 – 9:15 am

Session 5: Privacy & Competition | Yun

Reading Assignment:

James C. Cooper & John M. Yun, *Antitrust & Privacy: It's Complicated*, 2022 U. Ill. J.L. Tech. & Pol'y 343 (2022).

Alex Marthews & Catherine Tucker, *Privacy, Policy and Competition*, Econ. Stud. at Brookings, Dec. 2019.

9:15 – 9:30 am

Break

9:30 – 10:45 am

Session 6: Data Security I

Sasha Romanosky, Senior Policy Researcher, RAND Corporation; Professor of Policy Analysis, Pardee RAND Graduate School

Reading Assignment:

Alessandro Acquisti and Sasha Romanosky, "Privacy Costs and Personal Data Protection: Economic and Legal Perspectives," 24 *Berkeley Technology Law Journal* 1060 (No. 3, 2009).

Sasha Romanosky, *Are Firms Investing Enough in Data Security?*, Program on Economics & Privacy White Paper (January 10, 2019).

Alessandro Acquisti, David Hoffman & Sasha Romanosky, "Empirical Analysis of Data Breach Litigation," 11 *Journal of Empirical Legal Studies* 74 (Issue 1, March 2014).

10:45 – 11:00 am

Break

11:00 am – 12:15 pm

Session 7: Data Security II | Romanosky

Reading Assignment:

Continuation of Previous Assignment.

12:15 pm

Program Adjourns, Participants depart at their leisure