

1 A F T E R N O O N S E S S I O N

2 INTRODUCTORY REMARKS FOR AFTERNOON PANELS

3 MS. LEVIN: If everyone would please take their
4 seats, we would like to get started.

5 MS. GARRISON: Good afternoon, everyone. I
6 hope you all had a nice lunch break. Welcome to the
7 third panel for the Federal Trade Commission's public
8 workshop on technologies for protecting personal
9 information.

10 I am Loretta Garrison, and I am going to be
11 your moderator for this afternoon's opening session. But
12 first, to open the afternoon discussion, it's my pleasure
13 to introduce to you all Commissioner Mozelle Thompson.
14 Commissioner?

15 (Applause.)

16 COMMISSIONER THOMPSON: Good afternoon. First
17 of all, you guys can move in closer, you know. This
18 isn't a continuation of the spam workshop.

19 Well, it's good to see you all here. I see a
20 lot of familiar faces from the work that we have done
21 here in the areas of online privacy and security. And
22 you're still standing, so this is good. You should give
23 yourselves a hand, this is a good thing.

24 I want to just take a second to talk about what
25 the workshops that we're having today and what follows,

1 what it's about and what it's not about.

2 It's a really easy tendency in today's climate
3 of talking about terrorism and other subjects, that when
4 we talk about personal information, to focus solely on
5 security. And there are others who would want to focus
6 solely on privacy. But the reality is that both coexist,
7 and in many cases, they coincide.

8 But they are very different things, and I think
9 we will explore that a little in the context of our
10 discussions. And along with additional consumer
11 protections like protections against fraud and deception,
12 we have a bundle of tools that consumers need to focus on
13 in order to feel comfortable about participating in the
14 online environment.

15 Because it's no secret that the current
16 economic conditions and the world of high tech have
17 resulted in a more demand-driven marketplace, one where
18 businesses and governments alike are focusing on how do
19 we retain consumers' interests and build their
20 confidence?

21 Now, this morning, we heard about some of the
22 tools available to help consumers manage the collection
23 and use of their personal information, as well as some of
24 the tools available to help them manage the security of
25 that information.

1 As some of the panelists were quick to point
2 out, some of those tools have been successful, and some
3 of them have not been quite as successful. So, we have
4 begun to scope out what some of the limits of technology
5 might be, as well, at least in our current state.

6 So, it's appropriate today that we are having
7 discussions about the consumer perspective in considering
8 technologies for protecting personal information.
9 Because the consumer's use of the Internet has not
10 reached its potential yet, but we all have great visions
11 of a vibrant and strong global marketplace.

12 But that only happens if consumers feel that
13 they're the center of the value proposition. In other
14 words, that the market recognizes their importance, and
15 is able to pay attention to and cater to what consumers
16 feel they need to be safe and confident.

17 Now, among those tools are rights and remedies
18 that can protect them from harm, like fraud and deception
19 and security breaches, and privacy violations. And I
20 think that we at the FTC know something about that.

21 But we also have a role in incentivizing
22 technological responses, and talking about what all of us
23 at the table -- that's government and business and
24 consumers alike -- can do together to help manage this
25 problem.

1 Now, it begins by all of us not operating in a
2 vacuum, being able to listen, solicit, and understand the
3 consumer perspective so that we can talk about what are
4 realistic expectations, and what are not, from
5 technology.

6 We also need to understand better consumer
7 behavior, what drives them to make choices, and what they
8 think they understand about the online world. Those will
9 help to inform our policy decisions.

10 So, today, and this afternoon, we begin with a
11 distinguished panel, who will begin talking about
12 consumer behavior, including issues dealing with trust.

13 And later this afternoon, we will talk about
14 what's been done in the area of identity management
15 systems, and consumer issues raised by those
16 technologies.

17 So, now, I encourage you to participate as
18 actively as possible. Those who do not will not get
19 cookies at the break. The fact is that the people who
20 are here have been engaged for a long time and serve a
21 very important role at helping to chart a course for what
22 we do next, what does the future look like. And I think
23 you should all feel good about that.

24 So, I am interested in hearing what our
25 panelists have to say, including what we should be doing

1 and maybe some of the things we shouldn't be doing. And
2 so welcome, and let's get started.

3 MS. GARRISON: Thank you, Commission Thompson.

4 (Applause.)

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