
Dana B. Rosenfeld
Assistant Director
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Dana Rosenfeld has served as the Assistant Director of the Federal Trade Commission's Bureau of Consumer Protection since August 1998. Prior to this appointment, she was Senior Legal Advisor to Jodie Bernstein, Director of the Bureau of Consumer Protection, and an advisor to FTC Chairman Robert Pitofsky.

As Assistant Director, Ms. Rosenfeld is responsible for coordinating consumer protection policy on electronic commerce issues, including online privacy and Internet advertising. She chaired the Bureau's Internet Legal Issues Task Force effort to consider the applicability of consumer protection rules and guides to electronic commerce, which focused primarily on the format and presentation of disclosures in Internet advertising. In addition, she has played a major role in the FTC's work in the online privacy area, and frequently advises the Commission in connection with testimony and reports to Congress.

Prior to joining the Commission in 1990, Ms. Rosenfeld was an associate at the Baltimore law firm of Whiteford, Taylor and Preston. She received her law degree from the Washington College of Law at the American University and her undergraduate degree from the University of Maryland.

She and her husband, Eric Biel, Senior Vice President and General Counsel of Fontheim International, have two sons, David (9) and Joshua (6).

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