



**PUBLIC WORKSHOP ON ONLINE PROFILING**  
**November 8, 1999**  
**Agenda**

**8:30 a.m. - 9:00 a.m.            Introductory Remarks**

- William M. Daley, Secretary, U.S. Department of Commerce
- Robert Pitofsky, Chairman, Federal Trade Commission
- Peter Swire, Chief Counselor for Privacy, U.S. Government

**9:00 a.m. - 10:30 a.m.            Session I: Online Profiling Technology**

*This session will explore information technologies – both those that are currently in use and those in development – that facilitate profiling of consumers online. This session will focus particularly on the extent to which these technologies permit the integration of information that identifies consumers as individuals with non-identifying information.*

**Moderator:** Becky Burr, Acting Associate Administrator, Office of International Affairs  
National Telecommunications and Information Administration  
U. S. Department of Commerce

**Presentations:** Michael Griffiths, Chief Technology Officer, Vice President, **MatchLogic, Inc.**  
Daniel Jaye, Chief Technology Officer, **Engage Technologies, Inc.**

**Panelists:**

- Jason Catlett, President, **Junkbusters Corporation**
- Lori Feena, **Electronic Frontier Foundation**
- Kunwar Chandrajeet Singh, President, **Cyberknowhow, Inc.**
- Richard M. Smith, Internet Consultant
- Daniel Weitzner, Technology and Society Domain Leader,  
**World Wide Web Consortium**
- Eric Wenger, **New York State Attorney General's Office**

**10:30 a.m. - 11:00 a.m.            Break**

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### 11:00 a.m. - 11:30 a.m.      **Presentation**

- Dr. Alan A. Westin, Professor of Public Law and Government Emeritus, Columbia University; Publisher of Privacy & American Business

### 11:30 a.m. - 1:00 p.m.      **Session II: Implications of Online Profiling Technology for User Privacy**

*This session will examine the extent to which online profiling technologies impinge upon consumer privacy, as well as the costs and benefits of online profiling for both consumers and businesses.*

**Moderator:** David Medine, Associate Director for Financial Practices, Federal Trade Commission

#### **Panelists:**

- Bradley Aronson, President, **i-frontier**
- Fred H. Cate, Professor of Law and Director, Information Law and Commerce Institute, **Indiana University School of Law**
- Jason Catlett, President, **Junkbusters Corporation**
- Jeffrey Chester, Executive Director, **Center for Media Education**
- Austin Hill, President, **Zero-Knowledge Systems, Inc.**
- Deirdre Mulligan, Staff Counsel, **Center for Democracy and Technology**
- Daniel Jaffe, Executive Vice President, **Association of National Advertisers**
- Michael Rowsom, Senior Vice President, **24/7 Media**
- Jonathan Shapiro, Senior Vice President of Business Development, **DoubleClick, Inc.**
- Solveig Singleton, Director of Information Studies, **Cato Institute**
- Robert Ellis Smith, Publisher, **Privacy Journal**
- Shari Steele, Director of Legal Studies, **Electronic Frontier Foundation**

### 1:00 p.m.- 2:30 p.m.      **Lunch**

*A list of area restaurants is available on the table outside of the auditorium.*

### 2:30 p.m. - 4:15 p.m.      **Session III: The Role of Self-Regulation**

*This panel will examine the potential of self-regulation as a means of addressing the privacy concerns raised by online profiling. This session will also examine ways in which profiling technology can be deployed to promote adherence to fair information practices.*

**Moderators:** Becky Burr, Acting Associate Administrator, Office of International Affairs  
National Telecommunications and Information Administration  
U. S. Department of Commerce

David Medine, Associate Director for Financial Practices, Federal Trade Commission

**Presentations:** Austin Hill, President, **Zero-Knowledge Systems, Inc.**  
Jerry Cerasale, Senior Vice President, Government Affairs,

**Direct Marketing Association  
Public Workshop on Online Profiling, November 8, 1999**

**Session III**

**Panelists:**

- Paula Bruening, Director of Compliance and Policy, **TRUSTe**
- Fred H. Cate, Professor of Law and Director, Information Law and Commerce Institute, **Indiana University School of Law**
- Michael Griffiths, Chief Technology Officer, Vice President, **MatchLogic**
- Evan Hendricks, Editor and Publisher, **Privacy Times**
- Daniel Jaye, Chief Technology Officer, **Engage Technologies, Inc.**
- John Kamp, Senior Vice President, **American Association of Advertising Agencies**
- Dr. Steve Lucas, Chief Information Officer and Vice President, Government Affairs, **PrivaSeek, Inc.**
- Tim Lordan, Manager, **Online Privacy Alliance**
- Andrew Shen, **Electronic Privacy Information Center**
- Robert Ellis Smith, Publisher, **Privacy Journal**
- Elizabeth Wang, General Counsel, **DoubleClick, Inc.**
- David Zinman, Vice President of Marketing, **AdKnowledge**

**4:15 p.m**

**Closing Remarks**

- Andrew J. Pincus, General Counsel, U. S. Department of Commerce
- Jodie Bernstein, Director, Bureau of Consumer Protection, Federal Trade Commission