



exploring  
privacy

# Bios

## Anita L. Allen

Anita Allen is Deputy Dean for Academic Affairs and professor of law and philosophy at the University of Pennsylvania, where she is also a senior fellow in bioethics at the School of Medicine. She received her Juris Doctorate from Harvard Law School and the University of Michigan (Ph.D.). Much of her scholarship and teaching relate to the law and ethics of privacy and data protection. A book for Oxford Press, *Unpopular Privacies*, was recently submitted. Professor Allen serves as a consultant to law firms, businesses, and government. She has lectured at major colleges and universities across the U.S. and abroad.

## Alessandro Acquisti

Alessandro Acquisti (Ph.D., University of California Berkeley) is an associate professor at Carnegie Mellon University's Heinz College. He investigates the economics and behavioral economics of privacy and information security, as well as privacy in online social networks. His research has been disseminated through journals (including *Proceedings of the National Academy of Science*, *Marketing Science*, *Marketing Letters*, and *IEEE Security & Privacy*); edited books; book chapters; and leading international conferences. Professor Acquisti has received national and international awards, including the PET Award for Outstanding Research in Privacy Enhancing Technologies and the IBM Best Academic Privacy Faculty Award. His findings have been featured in media outlets such as NPR, NBC, MSNBC.com,

*The Washington Post*, *The New York Times*, *The Wall Street Journal*, *The New Scientist*, CNN, Fox News, and Bloomberg.

## Jim Adler

Jim Adler is the Chief Privacy Officer and General Manager of Systems at Intelius. Previously, Mr. Adler served as President and Chief Technology Officer at Identity.net, an online identity company. Prior to that, he was the President of Dategrity, a privacy protection company. In 1998, he founded and was CEO of VoteHere, a secure online voting company. Mr. Adler started his career at Lockheed Martin, where he engineered advanced avionics systems for launch vehicles and Space Station Freedom. Mr. Adler received his Bachelor of Science with high honors in electrical engineering from the University of Florida and his Master of Science in electrical and computer engineering from the University of California, San Diego.

## Jennifer Barrett

Jennifer Barrett is responsible for Acxiom's global public policy, privacy, and information practices, providing direction on compliance with legal requirements and industry guidelines, consumer affairs, government affairs, and related public relations. She is a consultant and speaker in a variety of industries and has testified several times before Congress. Ms. Barrett serves on several Direct Marketing Association industry boards and councils and advises the

globally focused Center for Information Policy Leadership and the Policy and Economic Research Council. She joined Acxiom in 1974 after receiving a degree in mathematics and computer science from the University of Texas at Austin, where she serves on the College of Natural Sciences Foundation Advisory Council. She is a member of the Arkansas Academy of Computing.

### **J. Howard Beales III**

Howard Beales is an associate professor of strategic management and public policy at George Washington University. From 2001 to 2004, he served as the Director of the Bureau of Consumer Protection at the FTC, where 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 FTC proposed, promulgated, and implemented the national Do Not Call Registry. Dr. Beales also worked with Congress to develop and implement the Fair and Accurate Credit Transactions Act of 2003. 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 in various capacities at the FTC from 1977 to 1988. He received his Ph.D. in economics from the University of Chicago and his Bachelor of Arts in economics from Georgetown University.

### **Fred H. Cate**

Fred Cate is a distinguished professor, C. Ben Dutton Professor of Law, and Director of the Center for Applied Cybersecurity Research at Indiana University. He serves as co-editor of the Privacy Department of the Institute of Electrical and Electronic Engineers' *Security & Privacy* and a member of BNA's *Privacy & Security Law Report* Advisory

Board. He is a senior policy advisor to the Center for Information Policy Leadership at Hunton & Williams LLP and a member of Microsoft's Trustworthy Computing Academic Advisory Board, the Board of Advisors of TRUSTe, and the Board of Directors of The Privacy Projects. Professor Cate is President of the Phi Beta Kappa Society.

### **Jeff Chester**

Jeff Chester is executive director of the Center for Digital Democracy (CDD). CDD's mission is to foster democratic expression, civic engagement, and consumer protection in the digital media era. His book, *Digital Destiny: New Media and the Future of Democracy* (New Press 2007), includes an examination on the threats to the public interest from interactive marketing. Mr. Chester is currently writing a book about global interactive marketing and its impact on society. Mr. Chester received his Master of Social Work in community mental health from University of California, Berkeley in 1978. In the 1990s, he and Kathryn Montgomery co-founded the Center for Media Education, spearheading a three-year effort that led to congressional passage of the 1998 Children's Online Privacy Protection Act. Under his leadership, CDD has pressed the FTC and other regulators to investigate how new digital marketing practices threaten consumer privacy.

### **Lorrie Faith Cranor**

Lorrie Cranor is an associate professor of computer science and of engineering and public policy at Carnegie Mellon University, where she is director of the CyLab Usable Privacy and Security Laboratory (CUPS). She has authored over eighty research papers on online privacy, phishing and semantic attacks, spam, electronic voting, anonymous publishing, usable access control, and other topics. She has played a key role in building the usable privacy and

security research community, having co-edited the seminal book *Security and Usability* (O'Reilly 2005) and founded the Symposium on Usable Privacy and Security (SOUPS). She also chaired the Platform for Privacy Preferences Project (P3P) Specification Working Group at the World Wide Web Consortium (W3C) and authored the book *Web Privacy with P3P* (O'Reilly 2002).

### **Charles Curran**

Charles Curran joined the Network Advertising Initiative (NAI) in 2009 as its Washington-based Executive Director. He leads the NAI's efforts to develop and enforce self-regulatory standards that promote responsible business and data management practices for online behavioral advertising. Prior to joining the NAI, he served as AOL's Chief Counsel for Policy and Regulatory matters. He was responsible for AOL's federal and state legislative agenda, and also managed the consumer regulatory team. Before joining AOL in 1997, Mr. Curran was a trial attorney with the Civil Division of the U.S. Department of Justice. He is a graduate of Yale University and Columbia Law School.

### **Alan Davidson**

Alan Davidson opened Google's Washington, DC, office in 2005. He has written and spoken widely on Internet policy issues including privacy, free speech, encryption, network neutrality, and copyright online. Prior to joining Google, Mr. Davidson was Associate Director of the Center for Democracy and Technology, a public interest group promoting Internet civil liberties. Beginning in 2000, he served as an adjunct professor at Georgetown University's Communications, Culture, and Technology program. Mr. Davidson has a Bachelor of Science in mathematics and computer science and a Master of Science in technology and policy from MIT and a Juris Doctorate from Yale Law School.

### **Pam Dixon**

Pam Dixon is a researcher, author, and the Executive Director of the World Privacy Forum (WPF). She founded WPF, a public interest research group focused on conducting in-depth privacy research and consumer education, in November 2003. There, she publishes widely cited privacy studies and research. Ms. Dixon's research focus is on emerging and contemporary privacy issues, particularly as they relate to technology, health care, financial, and online privacy. Dixon has authored seven books, hundreds of articles, and key privacy studies, including the groundbreaking Medical Identity Theft report (2006), the first major research to be published on the topic and widely considered the definitive report in the area. She is on the board of the national Health Information Technology Standards Panel and is Co-Chair of the California Privacy and Security Advisory Board.

### **Michael Donohue**

Michael Donohue joined the Organisation for Economic Co-operation and Development (OECD) in 2001. Mr. Donohue works at the OECD as a policy analyst in the areas of privacy, information security, and consumer policy. Prior to joining the OECD, he worked as a lawyer at the FTC, focusing on international consumer protection and Internet-related matters.

### **Rick Erwin**

Rick Erwin is President of Experian Marketing Information Services, which helps businesses and non-profits acquire new customers and develop and retain relationships with their existing customers. Experian maintains information about consumers and provides insights about consumers' interests, behaviors and preferences that predict their purchasing behavior. Prior to joining Experian in 2004, Mr.

Erwin created and led RR Donnelley Financial's direct marketing services business, which provided integrated campaign services to blue-chip financial services clients spanning campaign strategy, data analytics, creative development, execution, and response management. He holds a Bachelor's degree in marketing and sales management from Michigan State University and a Master's degree in business administration from Northwestern University's Kellogg Graduate School of Management.

### **Amina Fazlullah**

Amina Fazlullah is a media reform advocate and staff attorney with the DC office of U.S. Public Interest Research Groups, specializing in media, technology and digital consumer rights. She works on the organization's efforts to advance media reform goals, ensure a diversity of viewpoints, protect localism, and prevent the monopolization of the country's media outlets. She has worked as a law clerk for the FCC and the Electronic Privacy Information Center. During law school, Ms. Fazlullah served as an extern for the Hon. Chief Judge James M. Rosenbaum of the U.S. District Court of Minnesota. Prior to law school, she held several technology, film and media related jobs. Ms. Fazlullah received her Juris Doctorate from the University of Minnesota Law School and a Bachelor of Arts from Pennsylvania State University.

### **Loretta Garrison**

Loretta Garrison is a senior attorney in the Bureau of Consumer Protection, Division of Privacy and Identity Protection, at the FTC where she works on policy and investigations related to financial privacy and security matters, and handles special projects. She is the agency representative to and coordinates the interagency consumer research project to develop

alternative financial privacy notices under the GLB Act. She has been with the FTC since December 2000.

### **Susan Grant**

Susan Grant is Director of Consumer Protection at Consumer Federation of America (CFA), a non-profit association of some 300 non-profit consumer groups that was established in 1968 to advance the consumer interest through research, education, and advocacy at both national and state levels. Ms. Grant works specifically in the areas of privacy, deceptive marketing, online safety and security, fraud, electronic and mobile commerce, and general consumer protection issues. She coordinates CFA's Fake Check Task Force, conducts CFA's annual Consumer Complaint Survey, and is a recognized authority on combating consumer fraud and deception. She began her career in 1976 in the Consumer Protection Division of the Northwestern Massachusetts District Attorney's Office and has worked in the consumer protection field ever since.

### **Pamela Jones Harbour**

Pamela Jones Harbour was sworn in as a Commissioner of the Federal Trade Commission in August 2003. Commissioner Harbour joined the FTC from Kaye Scholer LLP, where she served as a partner in the litigation department handling antitrust matters. She counseled clients on Internet privacy, e-commerce, consumer protection, and a variety of competition-related matters. Prior to joining Kaye Scholer, Commissioner Harbour was New York State Deputy Attorney General and Chief of the Office's 150-attorney Public Advocacy Division. During her 11-year term in the Attorney General's office, she argued before the United States Supreme Court on behalf of 35 states in *State Oil v. Khan*, a landmark price-fixing case. She also successfully represented

numerous states in *New York v. Reebok*, *States v. Keds*, and *States v. Mitsubishi*, each resulting in multimillion-dollar national consumer settlements. Among her most notable antitrust cases were *New York v. May Department Stores*, a successful anti-merger challenge, and *States v. Primestar Partners*, a consent judgment culminating a four-year multistate investigation of the cable television industry. Commissioner Harbour received her law degree in 1984 from Indiana University School of Law and her Bachelor's degree in 1981 from Indiana University School of Music. Commissioner Harbour, a native of New York who resides in New Jersey, is married to John Harbour and has three children.

### **Jim Harper**

Jim Harper is Director of Information Policy Studies at the Cato Institute and works to adapt law and policy to the information age. Mr. Harper is a privacy expert and advocate, and he serves on the Department of Homeland Security's Data Privacy and Integrity Advisory Committee. Harper's book *Identity Crisis: How Identification Is Overused and Misunderstood* helped spur the nationwide "REAL ID Rebellion." He has been cited and quoted by innumerable media outlets, testified before Congress and state governments multiple times, and published scholarly articles in several law reviews. Mr. Harper is the editor of Privacilla.org, a web-based think tank devoted exclusively to privacy, and he maintains the online federal spending resource WashingtonWatch.com. He holds a Juris Doctorate from the University of California Hastings College of Law.

### **Leslie Harris**

Leslie Harris is the President & CEO of the Center for Democracy and Technology (CDT), a non-profit advocacy organization committed to keeping the

Internet open, innovation and free. Ms. Harris has been involved with a wide range of issues related to privacy and civil liberties, new technologies and the Internet, including behavioral advertising, electronic health information privacy, online identity management, and free expression. On behalf of CDT, Ms. Harris frequently testifies before Congress and government agencies and is a regular contributor to several online publications and blogs. Prior to joining CDT, Ms. Harris was the founder and president of Leslie Harris & Associates. She has also served in senior leadership positions in two prominent civil liberties organizations and was in private law practice in Washington. Ms. Harris received her law degree *cum laude* from the Georgetown University Law Center and her Bachelor of Arts from the University of North Carolina at Chapel Hill.

### **Evan Hendricks**

Evan Hendricks is the editor, publisher, and founder of Privacy Times, a newsletter based in the Washington, DC, area. Through the newsletter, he has published nearly 3,000 pages covering a wide range of privacy and information law subjects, including the Fair Credit Reporting Act. He is author of the books *Credit Scores and Credit Reports: How the System Really Works*, *What You Can Do*, and *Your Right to Privacy*. Mr. Hendricks regularly testifies before Congress and state legislatures and also has presented at FTC workshops. He has served as a consultant on privacy issues to federal and state governmental organizations, including the Social Security Administration, and to businesses such as ID Watchdog. He is regularly quoted in the mainstream media and trade press, including network and cable news shows, major newspapers, and Oprah. Mr. Hendricks has a Bachelor of Arts from Columbia College, Columbia University.

### **Michael Hintze**

Michael Hintze is an Associate General Counsel in Microsoft Corporation's Legal and Corporate Affairs group. His practice includes a number of regulatory and public policy issues, including privacy, security, online safety, and free expression matters worldwide. He joined Microsoft in early 1998. Prior to joining Microsoft, Mr. Hintze was an associate with the Washington, DC-based law firm of Steptoe & Johnson LLP, where his practice focused on export controls and commercial matters for technology companies. Mr. Hintze is a graduate of the University of Washington and the Columbia University School of Law, where he served as Editor-in-Chief of the *Columbia Human Rights Law Review*. He has published numerous articles on a wide range of subjects, including data privacy, U.S. export regulations, and capital punishment.

### **David A. Hoffman**

David Hoffman is Director of Security Policy and Global Privacy Officer at Intel Corporation, where he heads the organization that oversees Intel's privacy compliance activities, legal support for privacy and security and external privacy, and security policy engagements. He served on the TRUSTe Board of Directors from 2000 to 2006 and was a member of the FTC's Online Access and Security Committee. In 2005, Mr. Hoffman was appointed to the Department of Homeland Security's Data Privacy and Integrity Advisory Committee, where he is Chair of the Data Sharing and Use Subcommittee. He is also on the Board of Directors for the International Association of Privacy Professionals and serves on the Center for Strategic and International Studies Cyber Security Commission. Mr. Hoffman has a Juris Doctorate from Duke University School of Law, where he was an editor on the *Duke Law Review*, and he received a Bachelor of Arts from Hamilton College.

### **Chris Jay Hoofnagle**

Chris Hoofnagle is Director of the Berkeley Center for Law & Technology's information privacy programs and is senior fellow to the Samuelson Law, Technology, and Public Policy Clinic. He is an expert in information privacy law. Mr. Hoofnagle has long called attention to the civil liberties risks posed by private sector database companies. In *Big Brother's Little Helpers*, he argued that civil libertarians' focus on government behavior left private sector firms free to create the very "federal data center" that the Privacy Act of 1974 was enacted to prevent. Mr. Hoofnagle co-chairs the annual Privacy Law Scholars Conference. He is licensed to practice law in California and Washington, DC.

### **Joel Kelsey**

Joel Kelsey is a federal and international affairs policy analyst for Consumers Union, the non-profit publisher of *Consumer Reports*. Working out of the DC office, he manages the organization's advocacy efforts on cable, wireless, telephone, and Internet policy and is responsible for working closely with federal and international policy makers on communications and media policy. On behalf of Consumers Union, Mr. Kelsey has testified before Congress, as well as the Federal Communications Commission. He is regularly interviewed about communications and media issues for national news programs and has been quoted in *The Washington Post*, *The New York Times*, *USA Today*, and *The Wall Street Journal*. Mr. Kelsey is also responsible for working with international academic and civil society leaders on the right to freedom of expression.

### **Barbara Lawler**

Barbara Lawler is the Chief Privacy Officer (CPO) at Intuit, the maker of TurboTax, Quicken, QuickBooks, and other online financial services. Ms.

Lawler is responsible for driving privacy strategy to deliver the best customer experiences, leading Intuit to tie for first place as the “Most Trusted Company for Privacy” in 2007. Before Intuit, Ms. Lawler spent over twenty years in privacy and marketing at Hewlett Packard (HP) and became their first CPO. She led HP to become a global leader in privacy, culminating in HP’s selection as the “Most Trusted Company for Privacy” in 2004. Ms. Lawler participates in the Center for Information Policy Leadership, Ponemon Institute Responsible Information Management Council, and the TRUSTe Advisory Council. She has testified before Congress and the IRS. She has a Bachelor of Science in business from San Jose State University.

### **Jon Leibowitz**

Jon Leibowitz was designated to serve as Chairman of the FTC on March 2, 2009, by President Barack H. Obama. Chairman Leibowitz was previously sworn in as a Commissioner in September 3, 2004, following his nomination by the President and confirmation by the U.S. Senate. In joining the Commission, Chairman Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. Chairman Leibowitz worked for Senator Paul Simon from 1986 to 1987. In the private sector, he served most recently as vice president for congressional affairs for the Motion Picture Association of America – from 2000 to 2004 – and worked as an attorney in private

practice in Washington from 1984 to 1986. A Phi Beta Kappa graduate of the University of Wisconsin with a Bachelor of Arts in American History (1980), Chairman Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census. He lives in Bethesda with his wife, Ruth Marcus, and his two daughters, Emma and Julia.

### **Peder Magee**

Peder Magee is a senior attorney in the FTC’s Division of Privacy and Identity Protection. He works on a variety of policy and litigation matters, including online behavioral marketing, and was the primary author of the recent staff report on the FTC’s self-regulatory principles for behavioral advertising. He also serves as a member of the FTC’s Privacy Steering Committee. From 1999 to 2004, Mr. Magee served as Senior Attorney Advisor to Commissioner Mozelle Thompson, during which time he worked on consumer protection and competition matters. He also worked as Attorney Advisor to Commissioner Jon Leibowitz from 2004 to 2005. Prior to joining the FTC, he was an associate with Arent Fox in Washington, DC. Mr. Magee received his Juris Doctorate from George Washington University and his Bachelor of Arts from the University of Wisconsin.

### **Maneesha Mithal**

Maneesha Mithal is the Associate Director of the FTC’s Division of Privacy and Identity Protection. In her ten years at the FTC, she has held numerous positions, including Assistant Director of the Division of Privacy and Identity Protection, Chief of Staff of the Bureau of Consumer Protection, Assistant Director of the International Division of Consumer Protection, and acting head of the

International Division of Consumer Protection. She has worked on such issues as health privacy, data security, data breach notification, and international privacy. Prior to joining the FTC in 1999, Ms. Mithal was an attorney at the Washington law firm of Covington & Burling, where she practiced in the commercial litigation, international litigation, and legislative areas. Ms. Mithal earned her law degree from the Georgetown University Law Center and her undergraduate degree from Georgetown University.

### **David Morgan**

David Morgan is a serial entrepreneur. He was the founder, CEO, and Chairman of both TACODA, Inc., an online advertising company that pioneered behavioral online marketing in 2001 and was acquired by AOL in September 2007, and Real Media, Inc., one of the world's first ad serving and online ad network companies and a predecessor to 24/7 Real Media, which was later sold to WPP. Most recently, he served as Executive Vice President of Global Advertising Strategy at AOL. Mr. Morgan serves on the boards of newspaper publisher AH Belo, Inc., the Internet Advertising Bureau (IAB), and the American Press Institute. He chairs the Public Policy Council for the IAB. Mr. Morgan received a Bachelor of Arts in Political Science from The Pennsylvania State University and a Juris Doctorate from the Dickinson School of Law. He lives in Manhattan with his wife, writer Lorea Canales, and their two girls.

### **Christopher N. Olsen**

Christopher Olsen is Assistant Director in the Division of Privacy and Identity Protection at the FTC, focusing on enforcement and policy matters involving consumer privacy, data security, and identity theft. Prior to becoming Assistant Director, Mr. Olsen served as an attorney in the Division

of Privacy and Identity Protection, working on policy and data security matters. Before joining the FTC, he served in various staff and management positions in the Enforcement Bureau at the Federal Communications Commission (FCC), where he enforced regulations governing local competition and consumer privacy issues, among others. Prior to joining the FCC, Mr. Olsen was a partner at Howrey & Simon, specializing in complex commercial litigation. He received a Bachelor of Arts *cum laude* from Dartmouth College and a Juris Doctorate from the University of Virginia School of Law.

### **Jules Polonetsky**

Jules Polonetsky has served since November 2008 as Co-Chair and Director of the Future of Privacy Forum, a think tank seeking to improve the state of online privacy by advancing responsible data practices. His 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 and as a congressional staffer, and as an attorney. He has served on the boards of groups such as TRUSTe, the International Association of Privacy Professionals, the Network Advertising Initiative, the Privacy Projects, and the Better Business Bureau (New York Region).

### **Richard Purcell**

Richard Purcell has been a leading voice in addressing consumer privacy and data protection challenges since the late 1990s. He leads the Corporate Privacy Group (CPG), focusing on sustainable and effective information security and privacy programs. CPG specializes in web-based courses for security and privacy awareness and practices. He advises multinational corporations, Internet start-ups, and government agencies. As Microsoft's original Privacy



Officer, he designed, developed, implemented, and managed one of the world's largest and most advanced privacy programs. Recently, Mr. Purcell was named to the Executive Director position of the Privacy Projects, an information management think tank and research organization. In 2009, he was appointed Chairman of the Data Privacy and Integrity Advisory Committee for the Department of Homeland Security, a committee on which he has served since 2005.

### **Kathryn D. Ratté**

Kathryn Ratté is a senior attorney with the Division of Privacy and Identity Protection at the FTC. Ms. Ratté investigates and prosecutes violations of U.S. federal laws governing the privacy and security of consumer information. She brought the FTC's first enforcement actions under the Gramm-Leach-Bliley Safeguards Rule, as well as the FTC's case against the data broker ChoicePoint. Ms. Ratté formerly served as counsel for international consumer protection in the FTC's Office of International Affairs, where she worked on a number of international policy initiatives dealing with privacy and data security, including the project to establish cross-border privacy rules in the Asia-Pacific Economic Cooperation (APEC). She is a *magna cum laude* graduate of Harvard College and Duke Law School.

### **Jessica Rich**

Jessica Rich is currently Deputy Director of the FTC's Bureau of Consumer Protection. Prior to that, Ms. Rich served for 11 years as Assistant and then Associate Director in the FTC's Division of Privacy and Identity Protection. In those positions, she handled or oversaw a wide variety of privacy and data security matters, including: (1) enforcement actions against such companies as ChoicePoint, Microsoft, and TJX; (2) rulemakings to develop

the FTC's Safeguards, Disposal, Children's Online Privacy, and Personal Health Records Rules; (3) testimony to Congress on proposed legislation and related issues; and (4) public workshops and policy initiatives, such as the FTC's "Exploring Privacy" Roundtables and Behavioral Advertising Project. Prior to joining the FTC's privacy division, Ms. Rich served as Counsel to the Bureau Director and was an attorney in private practice. She graduated from NYU Law School and Harvard University.

### **Jeffrey Rosen**

Jeffrey Rosen is a professor of law at George Washington University, the legal affairs editor of *The New Republic*, and a nonresident senior fellow at the Brookings Institution. He is the author of *The Supreme Court*, *The Most Democratic Branch*, *The Naked Crowd*, and *The Unwanted Gaze*. Professor Rosen is a graduate of Harvard College, *summa cum laude*; Oxford University, where he was a Marshall Scholar; and Yale Law School. His essays and commentaries have appeared in *The New York Times Magazine*, *The Atlantic Monthly*, *The New Yorker*, and on NPR.

### **Michelle Rosenthal**

Michelle Rosenthal is an attorney in the Division of Privacy and Identity Protection at the FTC. Prior to joining the division, Ms. Rosenthal worked in the FTC's Division of Advertising Practices and the Office of Policy Planning. She has worked primarily on advertising and privacy matters, with a specific focus on behavioral advertising and other Internet-related issues. Ms. Rosenthal recently returned to the FTC after completing a clerkship for the Hon. Warren M. Siler of the Maine Supreme Court. She has previously worked as a law clerk for the Civil Division of the Department of Justice and for a boutique employment discrimination law firm in Washington,

DC. Ms. Rosenthal received her Bachelor's degree from the University of Florida and her Juris Doctorate from George Washington University Law School.

### **Marc Rotenberg**

Marc Rotenberg is President and Executive Director of the Electronic Privacy Information Center (EPIC) in Washington, DC. He teaches information privacy law at the Georgetown University Law Center and has testified before Congress on many issues. Mr. Rotenberg has also authored over fifty amicus briefs for federal and state courts on emerging privacy and civil liberties issues. He is a fellow of the American Bar Foundation and the recipient of several awards, including the World Technology Award in Law. A tournament chess player, he is the former Washington, DC chess champion.

### **Ira Rubinstein**

Ira Rubinstein is a senior fellow at the Information Law Institute (ILI) and an adjunct law professor at New York University School of Law. His research interests include privacy, Internet profiling, electronic surveillance law, online identity, Internet security, and software liability. Prior to joining the ILI, he spent 17 years in Microsoft's Legal and Corporate Affairs Department, most recently as Associate General Counsel in charge of the Regulatory Affairs and Public Policy group. Before working at Microsoft, he was in private practice in Seattle, specializing in immigration law. Mr. Rubinstein graduated from Yale Law School in 1985. This semester, he co-organized a workshop on federal privacy legislation at NYU Law School, where he also presented a paper entitled *Privacy, Self-Regulation and Statutory Safe Harbors*.

### **Richard M. Smith**

Richard Smith works for Boston Software Forensics as a consultant specializing in Internet privacy and

security technologies and software patents. His clients include law firms, technology companies, non-profits, and governmental agencies. He has over 35 years of experience in the computer software field. Previously, Mr. Smith was the Chief Technology Officer of the Privacy Foundation and the CEO of Phar Lap Software. He is quoted frequently in the media on Internet technology issues.

### **Zoë Strickland**

Zoë Strickland joined Walmart in 2006 as their first Vice President, Chief Privacy Officer. In this role, she holds domestic and global responsibility for privacy matters for Walmart and Sam's Club. She is an active participant in the privacy community. Ms. Strickland participates in several privacy executive boards and committees, including serving on the Board of Directors of the International Association of Privacy Professionals, as a member of Retail Industry Leadership Association's Privacy and Security workgroup, and on the Center for Information Policy Leadership. She is a frequent speaker at industry conferences and events and has been quoted in several national news and media sources, including *USA Today*, *The New York Times*, *Government Computer News*, and NPR. Ms. Strickland is featured in the book *Privacy Payoff: How Successful Businesses Build Customer Trust* by Ann Cavoukian, Privacy Commissioner of Ontario, Canada.

### **Berin Szoka**

Berin Szoka is a senior fellow and the Director of the Center for Internet Freedom at The Progress & Freedom Foundation. Previously, he was an associate in the Communications Practice Group at Latham and Watkins LLP, where he advised clients on regulations affecting the Internet and telecommunications industries. Before joining Latham's Communications Practice Group, Mr. Szoka practiced at Lawler

Metzger Milkman & Keeney, LLC, a boutique telecommunications law firm in Washington, DC, and clerked for the Hon. H. Dale Cook, Senior U.S. District Judge for the Northern District of Oklahoma. Mr. Szoka received his Bachelor's degree in economics from Duke University and his Juris Doctorate from the University of Virginia School of Law, where he served as Submissions Editor of the *Virginia Journal of Law and Technology*.

### **Omar Tawakol**

Omar Tawakol is the CEO of BlueKai. He is responsible for the overall management, growth, and vision for the company's groundbreaking exchange business. Prior to founding BlueKai, Mr. Tawakol was the Chief Advertising Officer of Medio Systems, the leading provider of mobile search and advertising solutions for carriers such as Verizon and T-Mobile. He joined Medio from Revenue Science, where as Chief Marketing Officer and General Manager, he was instrumental in founding and growing the company's leading behavioral targeting businesses. At Medio, Mr. Tawakol was actively involved with key industry leaders in defining standards for behavioral targeting. He earned Masters degrees in computer science and industrial engineering from Stanford University and a Bachelor's degree in engineering from MIT. While at Stanford, he was a computer science researcher in the Stanford Logic Group and HP Software Labs. Mr. Tawakol's research on formalizing context was published in the American Association of Artificial Intelligence.

### **Adam Thierer**

Adam Thierer is President of the Progress & Freedom Foundation (PFF) and the Director of PFF's Center for Digital Media Freedom. At PFF, he analyzes public policy developments that impact both the economic and social aspects of the media

industry, with a strong focus on First Amendment issues. Prior to joining PFF in 2005, Mr. Thierer spent four years at the Cato Institute as Director of Telecommunications Studies and nine years at The Heritage Foundation as a fellow in Economic Policy. He earned his Bachelor of Arts in journalism and political science at Indiana University and received his Master of Arts in international business management and trade theory at the University of Maryland. He is also the author or editor of seven books on diverse high-technology topics.

### **Joseph Turow**

Joseph Turow is the Robert Lewis Shayon Professor of Communication at the University of Pennsylvania's Annenberg School for Communication. Since 1999, his national surveys on Americans' understanding of privacy issues have been cited widely in the popular press and in academic literature. Professor Turow has authored eight books, edited five, and written more than 100 articles on mass media industries. They include *Niche Envy: Marketing Discrimination in the Digital Age* (MIT Press 2006); *Breaking Up America: Advertisers and the New Media World* (University of Chicago Press 1997); *The Hyperlinked Society: Questioning Connections in the Digital Age* (edited with Lokman Tsui, University of Michigan Press 2008); and the introductory text *Media Today* (Routledge, 4th edition forthcoming).

### **David C. Vladeck**

David Vladeck is the Director of the FTC's Bureau of Consumer Protection. While at the FTC, Mr. Vladeck is on leave from Georgetown University Law Center, where he is a Professor of Law. He has taught courses in federal courts, government processes, civil procedure, first amendment litigation, and co-directed the Institute for Public Representation, a clinical law program at the Law Center where he

handled a broad array of litigation. Prior to joining the Georgetown faculty in 2002, Mr. Vladeck spent nearly 30 years with Public Citizen Litigation Group, serving as its Director from 1992 to 2002. He has handled a wide range of complex litigation, primary in federal courts. He has argued a number of First Amendment and civil rights cases before the U.S. Supreme Court, and more than 60 cases before the federal courts of appeal and state courts of last resort. Mr. Vladeck has testified frequently before Congress, advised Members of Congress on legal matters, and written on administrative law, preemption, first amendment, legal ethics, and access to justice issues. Mr. Vladeck received his undergraduate degree from New York University, his law degree from Columbia University School of Law, and an LL.M. degree from Georgetown University Law Center. In May 2008, *Legal Times of Washington* recognized him as one of 30 “champions of justice,” and one of the 90 greatest lawyers in Washington, DC, over the past 30 years.

### [Alan F. Westin](#)

Dr. Alan Westin is Professor Emeritus of Public Law and Government at Columbia University and, in 1993, co-founded (with Robert Belair) The Privacy Consulting Group. Dr. Westin’s early books on privacy, *Privacy and Freedom* (1967) and *Databanks in a Free Society* (1972), were pioneering works defining privacy issues for a high-technology world. Over the past forty years, Dr. Westin has been a member of many federal and state government privacy commissions. He has also helped write privacy codes for over one hundred companies. Since 1978, he has been the Academic Advisor to Harris Interactive for more than 60 national surveys of public and leadership attitudes toward consumer, employee, and citizen privacy issues in the U.S., Canada, Germany, Britain, and Japan.

### [Craig Wills](#)

Craig Wills is a faculty member in the computer science department at Worcester Polytechnic Institute. He has done much research on Internet application performance and measurement. Along with Balachander Krishnamurthy of AT&T Research Labs, his more recent work has examined issues related to Internet privacy and has focused on the privacy footprint for a user, examining the extent that third-party sites can track the browsing behavior of users across the set of sites they visit. In addition, Professor Wills has examined the use of privacy settings by users of online social networks (OSNs) and in recent work has demonstrated the leakage of personally identifiable information to third-party sites via OSNs.

### [Linda Woolley](#)

Linda Woolley is the Executive Vice President for government affairs at the Direct Marketing Association (DMA), a trade group representing companies and non-profit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates industry standards for responsible marketing and promotes relevance as the key to reaching consumers with desirable offers. Ms. Woolley came to DMA after having founded and managed LegisLaw Consulting. Before LegisLaw, Ms. Woolley managed the Washington operations of ITT Industries, a spin-off of ITT Corporation, where she had worked as a lobbyist in its Washington office. Ms. Woolley headed the U.S. Chamber of Commerce’s Environment section following her work on Capitol Hill. She has a Juris Doctorate from American University’s Washington College of Law and a Bachelor of Arts from Hamilton College.