

# AGENDA

APRIL 19, 2004



Monitoring Software  
on Your PC:  
Spyware, Adware,  
and Other Software

## Monitoring Software on Your PC: Spyware, Adware, and Other Software

9:00 Opening Remarks – **Chairman Muris**

9:15 Panel One: Defining, Understanding, and Disseminating Spyware

**Panelists:**

**Ed Black**, President & Chief Executive Officer, Computer & Communications Industry Association

**Mark Bohannon**, General Counsel & Senior Vice President Public Policy, Software & Information Industry Association

**Marty Lafferty**, Chief Executive Officer, Distributed Computing Industry Association

**Avi Naider**, President & Chief Executive Officer, WhenU.com, Inc.

**Ari Schwartz**, Associate Director, Center for Democracy and Technology

10:15 Break

10:30 Remarks Concerning Risks of Spyware – **Commissioner Swindle**

10:45 Panel Two: Security Risks and PC Functionality

**Panelists:**

**Maureen Cushman**, Legal Counsel, U.S. Consumers, Dell

**John Gilroy**, Technology Contributor for *The Washington Post* and Co-Host of WAMU's "The Computer Guys" program

**Bryson Gordon**, Senior Manager, Product Management Group, McAfee Security, Consumer Division

**Austin Hill**, Co-Founder and Chief Privacy Expert, Zero-Knowledge Systems

**Roger Thompson**, Vice President, Product Development, Pest Patrol

**Michael Wood**, Vice President of Sales, USA and Canada, Lavasoft

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11:45 Panel Three: Privacy Risks

**Panelists:**

**Ray Everett-Church**, Chief Privacy Officer, TurnTide, Inc.

**Evan Hendricks**, Editor-Publisher, "Privacy Times"

**Chris Jay Hoofnagle**, Associate Director, Electronic Privacy Information Center

**James H. Koenig, Esq.**, Chief Practice Co-Leader, Privacy Strategy and Compliance, PricewaterhouseCoopers, LLP

**Ronald Plessner, Esq.**, Piper Rudnick LLP

12:45 Remarks Concerning Possible Responses to Spyware – **Commissioner Thompson**

1:00 Lunch

2:30 Panel Four: Industry Responses to Spyware – Industry Best Practices and Working with the Government

**Panelists:**

**Brian Arbogast**, Corporate Vice President, Identity, Mobile and Partner Services Group, MSN and Personal Services Division, Microsoft Corporation

**J. Trevor Hughes**, Executive Director, Network Advertising Initiative

**Chris Kelly**, Chief Privacy Officer and General Counsel, Spoke Software

**Fran Maier**, Executive Director & President, TRUSTe

**Andrew McLaughlin**, Senior Policy Counsel, Google

**Jules Polonetsky**, Vice President, Integrity Assurance, AmericaOnline, Inc.

**John Schwarz**, President and Chief Operating Officer, Symantec Corp.

3:30 Break



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3:45 Panel Five: Technological Responses to Spyware

**Panelists:**

**Steven Bellovin**, AT&T Fellow with AT&T Labs-Research

**Jeffrey Friedberg**, Director of Windows Privacy, Microsoft

**David Moll**, President, WebRoot (maker of SpySweeper)

**Wayne Porter**, Co-Founder and Primary Editor, SpywareGuide.com (distributor of X-Cleaner)

**Daniel Weitzner**, Technology & Society Domain Leader, World Wide Web Consortium; Researcher at MIT

4:45 Panel Six: Government Responses to Spyware – Law Enforcement, Consumer Education, and Coordinating with Industry

**Panelists:**

**Jennifer Baird**, Legislative Counsel, Office of Rep. Mary Bono

**Mark Eckenwiler**, Deputy Chief, Computer Crime and Intellectual Property Section, Department of Justice

**Mary Engle**, Associate Director, Division of Advertising Practices, Federal Trade Commission

**Elizabeth Prostic**, Chief Privacy Officer, U.S. Department of Commerce

**Matthew Sarrel**, Technical Director, PC Magazine

**Stephen Urquhart**, State Representative, Utah House of Representatives

5:45 Closing Remarks – **Howard Beales**, Director, Bureau of Consumer Protection, Federal Trade Commission

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