



# SUMMIT AGENDA



**8.30 – 9.05AM BREAKFAST AND REGISTRATION**



**9.05 – 9.25AM NAI CEO AND BOARD OF DIRECTORS' CHAIRMAN WELCOME**



**9.25 – 10.15AM PANEL 1**

## **A Shifting U.S. Privacy Landscape?**

*Moderators: William Lee and Matt Nichols*

*Panelists: April Boyd, Leslie Dunalp, Jim Halpert, Ryan Mehm*

This panel will look at the legislative, regulatory, and policy outlook for privacy in the U.S. in 2018 and beyond from multiple perspectives. The panel will address the potential evolution of FTC enforcement priorities, given that a new Chairman and Commissioners are set to take their seats, as well as to what extent increased inter-agency cooperation is or isn't critical to regulate the current data ecosystem. The panel will also evaluate the role that both U.S. federal and state legislatures have in shifting privacy policy, and whether attitudes may shift once the GDPR is enforced in May of this year. Finally, panelists will consider how evolving consumer expectations influence the privacy landscape, and how this might affect the ongoing role NAI and other self-regulatory organizations have in ensuring consumers are not only informed of how data is collected and used online, but also of their opportunities to express different choices.



**10.15 – 10.30AM COFFEE BREAK**



**10.30 – 11.20AM PANEL 2**

## **Consumer Perspective on Privacy Trends**

*Moderator: Leigh Freund*

*Panelists: Ed Bartholme, Reed Freeman, Jules Polonetsky, Daniel Sepulveda*

What do consumers understand about how data is collected and used online, particularly with respect to digital advertising? Do consumers care about digital privacy, are they indifferent, or do they appreciate the benefits of big data? This panel of diverse experts from all parts of the digital economy will

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explore all of these questions, and will debate the roles of self-regulatory organizations and companies themselves in the effort to ensure that consumers are educated on digital data collection and use, the benefits and risks of such use, and the options available to exercise choice. We'll also discuss recent research on consumer privacy trends and the effect of international privacy regulations and recent news on consumer privacy awareness.



### 11.20AM – 12.10PM PANEL 3

## European Privacy Regulation and the Industry Response

*Moderator: Julia Schullman*

*Panelists: Ghita Harris-Newton, Ari Levenfeld, Matthias Matthiesen, Charlie Simon*

This panel will discuss the most recent updates on European privacy regulation, including guidance on GDPR implementation and compliance, the scope and timing of the proposed e-Privacy Regulation, European member state enforcement authority preparation, and the digital advertising industry's engagement and response. Our expert panelists will outline the technical and product approaches to the various legal bases available for processing data, including the IAB Europe transparency and consent framework, and will explore how companies are thinking about compliance with the GDPR on several levels, including DPO services, DPIAs, and data subject access rights. Finally, our panel will discuss what other players in the digital advertising industry are doing to comply with the GDPR (e.g., browsers, advertisers, agencies, publishers) and how their efforts complement or conflict with the third party ad tech industry.



### 12.10 – 1.10PM LUNCH



### 1.10 – 2.00PM KEYNOTE PRESENTATION

*Speaker: Peter Fleischer*

Based in Europe, Peter is Google's longest serving privacy leader. He counsels Google teams on how to design privacy sensitive and legally-compliant products. Peter has designed many of Google's privacy compliance programs. He has met with thousands of privacy officials and leaders worldwide. Peter has managed scores of regulatory actions around the world, and appeared before some of the world's highest courts. Prior to joining Google, Peter worked for 10 years at Microsoft, as EMEA privacy leader and Director of Regulatory Compliance.

If you've had the pleasure of hearing Peter speak, you'll know that his candor and experience position him well to discuss all of the timely and relevant issues facing our industry, from differences in privacy perspectives across the globe to consumers' reactions to constantly evolving technology. Peter's remarks will undoubtedly cover some less expected but equally engaging topics. You won't be disappointed!



## **2.00 – 2.50PM PANEL 4**

### **Proliferating Opt Outs, Browser Trends, and Consumer Privacy Dashboards and Preferences**

*Moderator: Ted Lazarus*

*Panelists: Emily Chi, Stacey Gray, Vegard Johnsen, Julie Karasik, Heather West*

Our panelists will discuss what consumer opt out mechanisms have become available and how existing ones have changed, or will need to change in the future. We will touch on what the challenges of opt outs based on email or MAC addresses are. We will cover how browser controls are affecting the IBA and opt out landscape, and what are the trends for browsers going forward. We will discuss how consumer ad preferences, as interpreted by the Better Advertising Coalition, are influencing the types of ads being served.



## **2.50 – 3.10PM COFFEE BREAK**



## **3.10 – 4.00PM PANEL 5**

### **Advanced TV and Beyond: Opportunity and Options**

*Moderator: Grant Nelson*

*Panelists: Zareena Javed, Brad Kulick, Chris Squire*

Advanced TV is receiving substantial attention from companies interested in monetizing viewership data, advertisers interested in serving higher-quality video ads, and regulators interested in making sure the industry develops in a privacy-friendly manner. With the FTC's recent *Vizio* decisions and circuit court decisions regarding the Video Privacy Protection Act, the regulatory future of personalized television is in an interesting place. This panel will feature industry experts to discuss the current state of technology, challenges, and the legal contours of connected televisions and related viewing devices.

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## SUMMIT AGENDA (continued)



### 4.00 – 4.50PM PANEL 6

#### ***The Future of PII***

*Moderator: Anthony Matyjaszewski*

*Panelists: Alan Chapell, Ken Dreifach, Joseph Jerome, Jurgen Van Staden*

This panel will ask the panelists, and the audience, to weigh in on the definition of PII. We will examine a series of increasingly “identifiable” data points in an effort to draw a line between PII and other types of data. The panelists will also discuss whether the bifurcation between Personally-Identifiable Data and Device-Identifiable data continues to be relevant, when arguments have been made that with enough resources nearly all data points can be re-identified. The panelists will then look to the future by debating how self-regulation can address PII in a manner that maintains incentives for data minimization while acknowledging the growing interest by retailers and advertisers to target, and measure conversions by, known customers.



### 4.50 – 5.00PM CLOSING REMARKS



### 5.00 – 6.00PM COCKTAIL RECEPTION