



# Agenda November 19, 2013

---

8:30

## Welcome

**Karen Jagielski**

Senior Attorney  
Division of Privacy and Identity Protection

---

## Opening Remarks

**Edith Ramirez**

Chairwoman  
FTC

---

8:45

## What is the "Internet of Things?"

**Keith Marzullo, Ph.D.**

Director  
Division of Computer and Network Systems  
Directorate of Computer & Information Sciences & Engineering  
National Science Foundation

---

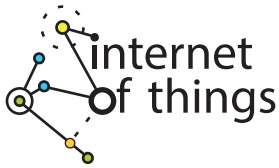
9:10

## Contextual Privacy

**Carolyn Nguyen, Ph.D.**

Director  
Technology Policy Group  
Microsoft

---



---

9:30

## Panel 1: The Smart Home

This panel will provide a snapshot of the increased connectivity of products and services for the home, from smart meters to ovens to home security. Panelists will discuss products and services that are or will soon be available, the types of information they collect, and the associated benefits and security and privacy risks.

### MODERATORS

**Mark Eichorn**

Assistant Director  
Division of Privacy and Identity  
Protection, FTC

**Ruth Yodaiken**

Senior Attorney  
Division of Privacy and Identity  
Protection, FTC

### PANELISTS

**Michael Beyerle**

Marketing Manager, Innovation  
GE Appliances

**Jeff Hagins**

Co-Founder and CTO  
SmartThings

**Craig Heffner**

Vulnerability Researcher  
Tactical Network Solutions

**Eric Lightner**

Director  
Federal Smart Grid Task Force  
Department of Energy

**Lee Tien**

Senior Staff Attorney  
Electronic Frontier Foundation

---

10:45

## Break

---

11:00

## Keynote Speaker

**Vint Cerf**

Vice President and Chief Internet Evangelist  
Google, Inc.

---

11:45

## Lunch

---

1:00

## Remarks

**Maureen K. Ohlhausen**

Commissioner  
FTC

---

---

1:15

## Panel 2: Connected Health and Fitness

This panel will explore the benefits to consumers from connected health and fitness devices and apps, as well as the privacy and data security concerns associated with the collection of sensitive health data that these devices and apps enable. Panelists will discuss the variety of connected health and fitness products and services currently on the market; the types of information that can be collected and how that information might be collected, used, and shared; the associated benefits and privacy and data security risks; whether there are ways to better protect consumer privacy and ensure data security; and what the incentives are to incorporate those protections.

### MODERATORS:

**Kristen Anderson**

Staff Attorney  
Division of Privacy and Identity  
Protection, FTC

**Cora T. Han**

Senior Attorney  
Division of Privacy and Identity  
Protection, FTC

### PANELISTS:

**Stan Crosley**

Director  
Center for Law, Ethics and Applied  
Research in Health Information  
Indiana University

**Anand Iyer**

President and COO  
WellDoc Communications, Inc.

**Joseph Lorenzo Hall**

Chief Technologist  
Center for Democracy & Technology

**Scott Peppet**

Professor  
University of Colorado School of Law

**Jay Radcliffe**

Senior Security Analyst  
InGuardians, Inc.

---

2:30

## Break

---

2:45

## Panel 3: Connected Cars

This panel will look at the emergence of smart cars, exploring the different technologies involved with connected cars, including Event Data Recorders, head units, and telematics. Panelists will discuss data collection, closed versus open systems, and existing and potential privacy and security vulnerabilities.

### MODERATORS:

**Lerone D. Banks**

Technologist  
Division of Privacy and Identity  
Protection, FTC

**Karen Jagielski**

Senior Attorney  
Division of Privacy and Identity  
Protection, FTC

PANELISTS:

**Tadayoshi Kohno**

Associate Professor, Computer Science  
and Engineering  
University of Washington

**John Nielson**

Managing Director  
Automotive Engineering and Repair  
American Automobile Association

**Kenneth Wayne Powell**

General Manager and Senior Executive  
Engineer of Electrical Systems  
Toyota Technical Center

**Christopher Wolf**

Founder and Co-Chair  
Future of Privacy Forum

---

3:45

**Panel 4: Privacy and Security in a Connected World**

This panel will focus on the broader privacy and security issues raised by the Internet of Things. Topics that will be discussed include the extent to which the privacy and security issues raised by the Internet of Things are novel; how increasingly interconnected devices can manage notice and consent; best practices for managing privacy and security with new interconnected devices; and the incentives that exist for designing products with privacy and security in mind.

MODERATORS

**Ben Davidson**

Staff Attorney  
Division of Marketing Practices, FTC

**Maneesha Mithal**

Associate Director  
Division of Privacy and Identity  
Protection, FTC

PANELISTS

**Ryan Calo**

Assistant Professor  
University of Washington School of Law

**Dan Caprio**

Senior Strategic Advisor and  
Independent Consultant  
McKenna Long & Aldridge, LLP

**Michelle Chibba**

Director, Policy and Special Projects  
Office of the Information and Privacy  
Commissioner of Ontario

**T. Drew Hickerson**

Assistant General Counsel and Senior  
Director of Business Development  
Happtique

**David Jacobs**

Consumer Protection Counsel  
Electronic Privacy Information Center

**Marc Rogers**

Principal Security Researcher  
Lookout, Inc.

---

5:15

**Closing Remarks**

**Jessica Rich**

Director  
Bureau of Consumer Protection, FTC