Information Accountability Foundation Briefing On Assessment Processes to Achieve Assurance That Data Use is Legitimate and not Unfair

Bridging Legal and Cultural Differences

Hosted by Future of Privacy Forum
1400 Eye Street NW, Suite 450, Washington, DC
May 12, 2016

8:30 Coffee and Registration

9:00 Introductions – Jules Polonetsky, FPF

9:05 Posing the key Questions:
   1. Does one need to think beyond small “p” privacy to the full range of interests?
   2. Are legitimate interest assessments in Europe and elsewhere similar to unfairness assessments in the U.S.?
   3. Will demonstrating that processes are fair when one thinks with data achieve the risk proofing necessary in 2017?

9:15 Ethical assessments of data used beyond expectations – Marty Abrams and Lynn Goldstein, IAF

10:00 Purpose of FTC unfairness assessments – Maureen Ohlhausen, FTC Commissioner

10:30 Balancing interests in Europe and the U.S. – Mary Ellen Callahan, Partner, Jenner & Block

11:00 Interoperability of legitimate interests and unfairness assessments – Marty Abrams

11:15 Group discussion – have we answered the key questions?