Big Data Project Vetting to Assure Fair and Innovative Data Use
September 29, 2015

Agenda

2:00 PM  Basics on a 360° Review – Marty Abrams, IAF
- Unified ethical frame
- Discovery and application
- Differences between U.S. and international, particularly in discovery

2:30 PM  Key Values for Assessment – Lynn Goldstein, IAF, and Genie Barton, BBB
- Five core values
- How they are inclusive of FIPS

2:50 PM  Translating Values into Processing Steps – Sheila Colclasure, Acxiom, and Marty
- Assessment process follows business process map
- Values are reflected throughout the process

3:05 PM  Break

3:20 PM  Introduction of Part D for Digital Marketing – Lynn and Sheila
- Explain assessment questionnaire

3:30 PM  Small Group Exercise
- Group A – Sheila and Marty
- Group B – Genie and Lynn

4:40 PM  Break

5:00 PM  Group Report Outs

5:45 PM  Oversight and Enforcement – Genie and Marty
- Elements of a big data code of conduct
- Enforcement in the U.S.
- Enforcement outside the U.S.