

## **Empowering and Protecting Youth in the Big Data Era: Issues and Perspectives from the EU and U.S.**

**Event hosted by TACD  
22 March 2017**

National Press Club  
529 14th Street, NW, Washington, DC 20045

### **PROGRAMME**

**08:30-9:00 Breakfast**

---

**09:00-09:15 Overview of Contemporary Trends and Emerging Regulatory Issues**

---

- Professor Kathryn Montgomery, American University

**09:15-9:30 The Cayla Campaign: Case Study of Transnational Consumer Collaboration**

---

- Finn Myrstad, Norwegian Consumer Council

**09:30-10:30 Roundtable discussion panel: How to develop effective privacy and data protections for children and adolescents, EU and US perspectives**

---

Confirmed participants:

- Katie McInnis, Consumers Union
- David Martin, BEUC European Consumer Organisation
- Maneesha Mithal, Federal Trade Commission
- Andrea Glorioso, Delegation of the EU to the US

**10:30-10:45 Coffee break**

---

**10:45-11:30 Digital marketing targeting youth: Industry practices and regulatory safeguards**

---

Confirmed participants:

- Josh Golin, Campaign for Commercial-Free Childhood
- Michiel Karskens, Consumentenbond
- Margo G. Wootan, Center for Science in the Public Interest

**11:30-12:00 Next steps for collaboration and agenda building**

---