

## **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, Zenger Room  
529 14th Street, NW, Washington, DC 20045

### **PROGRAMME**

**08:30-09:00 Breakfast**

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

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- Kathryn Montgomery, Professor, School of Communication, American University

**09:15-9:30 My Friend Cayla Campaign: Case study of transnational consumer collaboration**

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- Finn Myrstad, Head of the Digital Services Section, Norwegian Consumer Council

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

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Participants:

- *Andrea Glorioso*, Counselor, Digital Agenda, Delegation of the EU to the US
- *David Martin*, Senior Legal Officer, BEUC, the European Consumer Organisation
- *Katie McInnis*, Staff Attorney, Consumers Union
- *Maneshta Mithal*, Associate Director, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission

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

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Participants:

- *Josh Golin*, Executive Director, Campaign for Commercial-Free Childhood
- *Michiel Karskens*, Manager of Public Affairs, Consumentenbond
- *Finn Myrstad*, Head of the Digital Services Section, Norwegian Consumer Council
- *Margo Wootan*, Director of Nutrition Policy, Center for Science in the Public Interest

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

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