

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, Center 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
