

## **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**

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**08:30-9:00      Breakfast**

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

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- Professor Kathryn Montgomery, American University

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

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- 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**

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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

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**10:30-10:45      Coffee break**

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

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Confirmed participants:

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

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

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