Maryland Attorney General Douglas Gansler’s Presidential Initiative Summit
April 14-16, 2013
National Harbor, Maryland

AGENDA
President’s Welcome

April 14, 2013

Dear Colleagues and Guests:

Welcome to National Harbor, Maryland and the 2013 NAAG Presidential Initiative Summit: “Privacy in the Digital Age.” Since becoming NAAG president, I have been focused on strengthening state-based efforts to protect consumer privacy online and on mobile devices, and I am gratified to see so many fellow attorneys general assuming leadership over this ever-changing set of issues.

Attorneys general have long been champions of consumers and responsible businesses, and we have been actively protecting offline privacy for decades. Many of the state consumer laws we enforce were written with privacy in mind. These laws need to be updated to reflect our modern era. Attorneys general have an extraordinary opportunity to reorient our enforcement and advocacy efforts toward the unique privacy challenges posed by the digital economy.

That is why NAAG has a new Cyber Privacy Committee – to help us better coordinate our efforts and share information. And that is why I have convened this Summit – to better equip us to confront a set of issues that will be with us and future attorneys general for generations to come.

We have a lot of fascinating legal and policy ground to cover during this Summit; outstanding panelists will address cybersecurity to data mining to children’s online privacy to government responses and market solutions to Internet privacy challenges. And we have a lot of fun physical ground to cover as well, from the National Harbor piers to the Nationals Park stands.

My team and your NAAG staff hope to make your time here productive and enjoyable, so if there is anything we can do while you are here, don’t hesitate to ask. Thank you for coming!

Very truly yours,

Douglas Gansler
NAAG President and Maryland Attorney General
Presidential Initiative Summit
“Privacy in the Digital Age”
April 14 - 16, 2013
Gaylord National Hotel • 201 Waterfront Street • National Harbor, MD 20745
Phone: (301) 965-2000

NAAG OFFICE: Magnolia 1, Level 2 – Ballroom Level
CYBERCAFE: Magnolia 2, Level 2 – Ballroom Level
Computers and printers for all attendees to use.
Sunday, April 14

9:00 am – 7:00 pm  
GAYLORD NATIONAL HOTEL, MAGNOLIA FOYER, LEVEL 2 – BALLROOM LEVEL  
NAAG REGISTRATION

10:00 am – 10:30 am  
GAYLORD NATIONAL HOTEL, CAMELLIA, LEVEL 2 – BALLROOM LEVEL  
CONTINENTAL BREAKFAST

10:30 am – 11:30 am  
GAYLORD NATIONAL HOTEL, CAMELLIA, LEVEL 2 – BALLROOM LEVEL  
Roundtable Discussion  
- Sheryl Sandberg, Chief Operating Officer, Facebook  
CLOSED SESSION: Attorneys General and AG Staff Only  
60 MINUTES GENERAL CLE*

Thank You to Our Sponsors
### Sunday, April 14

#### Major League Baseball Outing

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Noon</td>
<td><strong>GAYLORD NATIONAL HOTEL, WOODROW WILSON BUS LOOP, LEVEL 2 – BALLROOM LEVEL</strong></td>
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<tr>
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<td><strong>NAAG Bus Departs National Harbor for Nationals Park</strong></td>
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<td><em>Tickets are for guests who RSVP’d to NAAG when registering. Tickets must be picked up from the NAAG registration desk or as you are boarding the bus to the baseball game.</em></td>
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<tr>
<td>1:35 pm</td>
<td><strong>Atlanta Braves vs. Washington Nationals Baseball Game</strong></td>
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<td>Nationals Park, 1500 South Capitol St., SE</td>
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<td>Washington, DC 20003</td>
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<td><em>Food and beverages will be provided.</em></td>
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<td><strong>Game Conclusion</strong></td>
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<td><strong>NAAG Bus Returns to National Harbor</strong></td>
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<td>6:00 pm – 7:00 pm</td>
<td><strong>GAYLORD NATIONAL HOTEL, ATRIUM, LOWER ATRIUM LEVEL</strong></td>
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<td><strong>Welcome Reception</strong></td>
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<td></td>
<td>■ Douglas Gansler, NAAG President and Maryland Attorney General</td>
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<td>Evening</td>
<td><strong>DINNER ON OWN</strong></td>
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Washington Nationals Park, Washington, DC
Monday, April 15

8:00 am – 5:00 pm
CHERRY BLOSSOM FOYER, LEVEL 2 – BALLROOM LEVEL
NAAG REGISTRATION

8:00 am – 9:00 am
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL
BREAKFAST WITH GUEST SPEAKER
The Privacy Landscape
■ Julia Angwin, journalist who led the Wall Street Journal award-winning “What They Know” privacy investigative team
45 MINUTES GENERAL CLE*

9:00 am – 9:15 am
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL
Opening Remarks
■ Douglas Gansler, NAAG President and Maryland Attorney General

9:15 am – 10:30 am
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL
Cybersecurity: Protecting Government, Financial and Critical Infrastructure
MODERATOR
■ Bill Sorrell, Vermont Attorney General
PANELISTS
■ Mary Ellen Callahan, Partner, Jenner & Block and former Chief Privacy Officer, U.S. Department of Homeland Security
■ Bill Dennings, Chief Information Security Officer, MasterCard Worldwide
■ Bill Nelson, President and CEO, Financial Services Information Sharing and Analysis Center (FS-ISAC)
75 MINUTES GENERAL CLE*

10:30 am – 10:45 am
BREAK

10:45 am – 11:45 am
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL
Data Collection, Data Mining, Data Brokers and Consumer Privacy
MODERATOR
■ Martha Coakley, Massachusetts Attorney General
PANELISTS
■ Julie Brill, Commissioner, Federal Trade Commission
■ Jennifer Barrett Glasgow, Chief Privacy Officer, Acxiom
■ Marc Rotenberg, Executive Director, Electronic Privacy Information Center (EPIC)
60 MINUTES GENERAL CLE*
Monday, April 15

11:45 am – 12:15 pm

**BREAK**

*All Attendees please clear the room of all belongings so the Hotel can prepare for lunch service.*

12:15 pm – 1:15 pm

**CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL**

**LUNCH WITH GUEST SPEAKER**

**Privacy on the Menu: State, FTC and Industry Initiatives**

- **Jon Leibowitz**, former Chairman, Federal Trade Commission

45 MINUTES GENERAL CLE*

1:15 pm – 1:30 pm

**BREAK**

1:30 pm – 2:30 pm

**CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL**

**Federal and State Responses to Digital Privacy Concerns**

**MODERATOR**

- **Roy Cooper**, North Carolina Attorney General

**PANELISTS**

- **Jim Halpert**, Partner, Communications, E-Commerce and Privacy, DLA Piper
- **Steve Ruckman**, Director, Privacy Unit, Maryland Attorney General’s Office

60 MINUTES GENERAL CLE*

2:30 pm – 2:45 pm

**BREAK**

2:45 pm – 4:00 pm

**CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL**

**Kids as Consumers and Internet Privacy**

**MODERATOR**

- **Douglas Gansler**, NAAG President and Maryland Attorney General

**PANELISTS**

- **Linnette Attai**, Founder, PlayWell, LLC
- **Erin Egan**, Chief Privacy Officer, Policy, Facebook
- **Jim Steyer**, CEO and Founder, Common Sense Media

75 MINUTES GENERAL CLE*
Monday, April 15

4:00 pm – 5:00 pm
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL

Protecting Trade Secrets, Copyright, Brands and Other Intellectual Property in the Digital Age

MODERATOR
• Jim Hood, Mississippi Attorney General

PANELISTS
• Mitch Glazier, Senior Vice President, Recording Industry Association of America
• Michael Robinson, Executive Vice President and Chief of Operations, Worldwide Content Protection, Motion Picture Association of America
• Andrea Sharrin, Deputy Chief, Computer Crime and Intellectual Property Section, U.S. Department of Justice

60 MINUTES GENERAL CLE*

6:00 pm – 7:00 pm
Reception for All Attendees on the Cherry Blossom Ferry
Water Ferry to Old Town Alexandria Departs from Harbor Walk (Lower Atrium Level, past Pienza Restaurant) at 6:15 pm

7:00 pm – 7:45 pm
Reception at the Torpedo Factory in Old Town Alexandria
105 N. Union St. Alexandria, VA 22314

7:45 pm – 9:45 pm
Dinner at the Torpedo Factory
Buses will leave Torpedo Factory at 9:45 pm
Tuesday, April 16

8:00 am – 2:00 pm  
CHERRY BLOSSOM FOYER, LEVEL 2 – BALLROOM LEVEL  
NAAG REGISTRATION

8:00 am – 9:00 am  
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL  
BREAKFAST FOR ALL ATTENDEES

9:00 am – 10:30 am  
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL  
Market Solutions to Internet Privacy: Are They the Answer?  
MODERATOR  
■ J.B. Van Hollen, Wisconsin Attorney General  
PANELISTS  
■ Ron Barnes, Vice President, State Affairs, Direct Marketing Association  
■ Shane Green, President and CEO, Personal.com  
■ Jules Polonetsky, Director and Co-Chair, Future of Privacy Forum  
■ Chris Sundermeier, General Counsel and Chief Privacy Officer, Reputation.com  

10:30 am – 10:45 am  
BREAK

10:45 am – 11:45 am  
CHERRY BLOSSOM BALLROOM, LEVEL 2 – BALLROOM LEVEL  
Exploring the Relationship between Competition and Internet Privacy  
MODERATOR  
■ Rob McKenna, Partner, Orrick, Herrington & Sutcliffe LLP and former Washington Attorney General  
PANELISTS  
■ Harvey Anderson, General Counsel, Mozilla  
■ Brad Smith, General Counsel and Executive Vice President, Microsoft  
■ David Vladeck, Professor of Law, Georgetown University School of Law and former Director, Bureau of Consumer Protection, Federal Trade Commission  

90 MINUTES GENERAL CLE*  
60 MINUTES GENERAL CLE*
Tuesday, April 16

11:45 am – 12:15 pm

BREAK

All Attendees please clear the room of all belongings so the Hotel can prepare for lunch service.

12:15 pm – 1:15 pm

CHERRY BLOOM BALLROOM, LEVEL 2 – BALLROOM LEVEL
LUNCH WITH GUEST SPEAKER

Protecting the Homeland and Safeguarding Privacy

Matt Olsen, Director, National Counterterrorism Center

45 MINUTES GENERAL CLE*

1:15 pm – 1:45 pm

CHERRY BLOOM BALLROOM, LEVEL 2 – BALLROOM LEVEL

Presidential Initiative Next Steps Discussion and Closing Remarks

Douglas Gansler, NAAG President and Maryland Attorney General

1:45 pm

MEETING CONCLUDES

*CLE NAAG is applying for 675 minutes of general CLE credit for this meeting. Final credit approval is subject to change and depends on the determination of your state’s CLE board. Your Certificate of Attendance for CLE credit is available for pick up at the NAAG Registration Desk. Please do not turn it into NAAG, but keep it for your own record or submit it to your state bar.
Please recycle your badges at the NAAG Registration Desk.

REGISTER TO ATTEND

NAAG Midwestern Region Meeting
April 25–26, 2013 • Oklahoma City, Okla.
Contact: Scott Messing, smessing@naag.org

2013 NAAG Summer Meeting
June 17–19, 2013 • Boston, Mass.
Contact: Jeffrey Hunter, jhunter@naag.org

ONLINE REGISTRATION: WWW.NAAG.ORG

SAVE THE DATES

2014 NAAG Winter Meeting
February 24–26, 2014 • Washington, DC

2014 NAAG Summer Meeting
June 2–5, 2014 • Mackinac Island, Mich.