



CENTER FOR CONSUMER PROTECTION

2023 Consumer Protection Fall Conference

Public Agenda

Tuesday, November 7, 2023

Washington Marriott Georgetown
1221 22nd St. NW, Washington, D.C. 20037

Program Support: Amy Jackson ajackson@naag.org

ALL SESSIONS WILL TAKE PLACE IN THE METRO BALLROOM UNLESS OTHERWISE NOTED

Tuesday, November 7 th	
11:30 a.m. – 12:00 p.m.	Registration for Public Attendees
12:00 p.m. – 1:30 p.m.	Lunch and Conference Opening The public portion of the conference will begin with a welcome lunch for all attendees.
12:20 p.m. – 12:30 p.m.	Welcome Todd Leatherman , Director, Center for Consumer Protection, National Association of Attorneys General Brian Kane , Executive Director, National Association of Attorneys General
12:30 p.m. – 1:30 p.m.	Dark Practices Impacting Consumer Privacy Description The opening panel will explore regulatory and industry perspectives on dark practices impacting consumer privacy rights, the consumer data ecosystem, and the changing legal landscape amid new state data privacy laws and enforcement actions. Moderator Kwame Raoul , Illinois Attorney General John Formella , New Hampshire Attorney General Panelists Alysa Hutnik , Partner, Kelley Drye Ben Wiseman , Associate Director, Division of Privacy and Identity Protection, Federal Trade Commission

1:30 p.m. – 1:45 p.m.	Break
1:45 p.m. – 2:45 p.m.	<p>Advertising Psychology and Law Primer</p> <p>Description The panelists will explore how advertising affects consumers’ decision-making and discuss foundational advertising law concepts used in evaluating advertisements for compliance with consumer protection laws.</p> <p>Moderators Nick Akers, Senior Assistant Attorney General, California Attorney General’s Office Elizabeth Blackston, Consumer Fraud Bureau, Chief, Southern Bureau, Illinois Attorney General’s Office</p> <p>Panelists Rafael Reyneri, Attorney, Division of Advertising Practices, Federal Trade Commission Michele VanGelderren, Supervising Deputy Attorney General, California Attorney General’s Office</p>
2:45 p.m. – 3:00 p.m.	Break with snacks
3:00 p.m. – 4:00 p.m.	<p>Fake Online Reviews</p> <p>Description Regulators, industry, and consumer advocates share their perspectives on the issues associated with fake reviews.</p> <p>Moderator Vicki Butler, Consumer Chief, Florida Attorney General’s Office Mike Wertheimer, Consumer Chief, Connecticut Attorney General’s Office</p> <p>Panelists John D. Breyault, Vice President, Public Policy, Telecommunications and Fraud, National Consumers League Monica Hernandez, Senior Corporate Counsel, Amazon Michael Ostheimer, Senior Attorney, Federal Trade Commission Morgan Stevens, Research Assistant, Center for Data Innovation</p>
4:00 p.m. – 4:15 p.m.	Break
4:15 p.m. – 5:15 p.m.	<p>Understanding the Consumer Impacts of Generative AI</p> <p>Generative AI foundation models have ushered in a new era in customer experiences and applications. Join experts as they discuss this paradigm shift, its promises and perils, and the role state consumer regulators/enforcers can and must play to ensure the perennial balance between innovation and consumer safety.</p>

	<p><u>Moderator</u></p> <p>Rashida Richardson, Assistant Professor of Law and Political Science, Northeastern University School of Law; Senior Counsel, Artificial Intelligence, Mastercard.</p> <p><u>Panelists</u></p> <p>Dr. Solon Barocas, Principal Researcher, Microsoft Research</p> <p>Sayash Kapoor, PhD Candidate, Center for Information Technology Policy, Princeton University</p> <p>Ben Rossen, Associate General Counsel, AI Policy and Regulation, OpenAI</p>
5:15 p.m. – 5:30 p.m.	Open Mic & Closing Remarks
6:00 p.m. – 8:00 p.m.	Reception (DuPont Ballroom)

Thank you for attending the 2023 NAAG Consumer Protection Fall Conference!

Conference Planning Committee

The National Association of Attorneys General and the Center for Consumer Protection would like to extend a special thanks to the 2023 NAAG Consumer Protection Fall Conference Planning Committee for all of their time and effort, without which this conference would not be possible.

Lynne Blankenbeker, American Samoa
Kate Donovan, Arkansas
Nick Akers, California
Nathan Blake, Colorado
Mike Wertheimer, Connecticut
Marion Quirk, Delaware
Victoria Butler, Florida
Patrice Malloy, Florida
Susan Ellis, Illinois

Cassandra Halm, Illinois
Phil Ziperman, Maryland
Jessica Whitney, Minnesota
Melissa Wright, Ohio
Ethan Shaner, Oklahoma
John Abel, Pennsylvania
Jared Libet, South Carolina
Jeff Hill, Tennessee
Matthew D. Janssen, Tennessee



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