Alternative Scoring Products Tweets

On March 19, 2014, the FTC's Division of Privacy & Identity Protection continued its Spring Privacy Series in Washington, D.C. Alternative Scoring Products explored "scores" used by companies to predict trends and behaviors of consumers. FTC staff live-tweeted the two-hour event from @FTC.

The following is a transcript of tweets and retweets from @FTC in chronological order for ease of reading. All tweets in their original order remain publicly available on the FTC's Twitter account for as long as Twitter allows.

Tweets

FTC's Spring #Privacy Series continues at 10am EDT. Discussing alternative scoring products. More info: http://go.usa.gov/KP2C #FTCpriv

Webcast link for FTC's Spring #Privacy Series seminar on Alternative Scoring Products: http://bit.ly/1bgdyNZ Watch at 10am EDT.

Webcast link for FTC's Spring #Privacy Series seminar on Alternative Scoring Products: http://bit.ly/1bgdyNZ Watch at 10am EDT. #FTCpriv

Our #Privacy Series Seminar starts in 5 minutes! Agenda: http://go.usa.gov/KP2C Webcast: http://bit.ly/1bgdyNZ Tweet Qs using #FTCpriv.

We're starting! You can tweet your seminar questions for moderators using #FTCpriv.

Claudia Perlich, Chief Scientist, Dstillery, is about to kickoff the seminar with an overview of predictive analytics. #FTCpriv

Predictive Modeling: algorithms that learn from data, says Perlich. #FTCpriv

Claudia Perlich discusses cookies & targeted advertising at FTC Alternative Scoring Products seminar. #FTCpriv pic.twitter.com/viDHibHIoi

Important takeaways: algorithm is just a translator, data is key, quality control hard...says Perlich. #FTCpriv

You can find the bios of panelists here: http://go.usa.gov/KP2C #FTCpriv

Moderators: Arias & Armstrong. Panelists L-to-R: Thomas; Pratt; Mierzwinski; Dixon; Turow; Perlich; & Soltani. #FTCpriv

DMA's Thomas discussing various uses of predictive analytics incl nonprofits & political ads to identify donors & voters. #FTCpriv

CDIA's Pratt says there are layers & layers of seamless fraud prevention that occurs that we're not aware of. #FTCpriv

Dixon: Scores are proliferating. Large data set world not going to reverse itself. New scores don't have same protection as credit. #FTCpriv

Moderator: Can anyone speak to how companies determine whether there are certain sets of data that are more accurate than others? #FTCpriv

We have to expand the notion of a credit score & data broker, says Turow. #FTCpriv

I'm not as concerned about ads as I am about eligibility uses of marketing and noncredit data, says Dixon. #FTCpriv

Panelists discuss various types of consumer scores & uses at FTC seminar on Alternative Scoring Products. #FTCpriv pic.twitter.com/043hJpelsy

Ashkan Soltani will now give a presentation on emerging trends in online #privacy. #FTCpriv

Soltani discusses the methodolgy & findings from his research on price variations. #FTCpriv pic.twitter.com/1i2WXx3psN

Mierzwinski: Can we use #bigdata in a way to serve under-banked & help them save money & build assets? #FTCpriv

There's abt 30 minutes left in FTC's Spring #Privacy Series seminar on Alternative Scoring Products. Watch: http://bit.ly/1bgdyNZ #FTCpriv

We hope you enjoyed the FTC's seminar on alternative scoring products. Here's a statement from FTC Chairwoman Edith Ramirez. #FTCpriv

FTC sought to gain a better understanding of how data brokers are using #BigData to create scores abt consumers, says Ramirez. #FTCpriv

Ramirez: Commission's #privacy forum examined these alternative consumer scores & how they're being used in the marketplace. #FTCpriv

You can file public comments about this topic here: http://bit.ly/1eS5z8z #FTCpriv #privacy

Webcast archive & transcript will post to http://www.FTC.gov/videos within 48 hours under "FTC events." #FTCpriv