BIOS
APRIL 19, 2004

SPYWARE Workshop

Monitoring Software on Your PC: Spyware, Adware, and Other Software

Brian Arbogast

Brian Arbogast is Corporate Vice President of the Identity, Mobile and Partner Services Group in the MSN® and Personal Services Division at Microsoft Corp. His teams are responsible for delivering to end users the advanced authentication technology of Microsoft® .NET Passport and compelling services for mobile devices, as well as the services necessary for Microsoft's industry partners to fully integrate these capabilities. Arbogast has more than 15 years of experience in leading teams that deliver innovative software solutions. In addition, he serves as an executive sponsor for privacy at Microsoft, focusing on best practices and enabling technologies as part of Microsoft's Trustworthy Computing initiative. Arbogast joined Microsoft in 1986 as a software developer. He was a technical lead on Access 1.0, and after shipping that product and planning Access 2.0 he left Microsoft and traveled extensively. He returned to Microsoft 15 months later as the group manager for Access, and in 1996 built and led the Visual InterDev Product Unit. After shipping Visual InterDev® 1.0, he became a general manager, gaining responsibility for Visual Studio® and Active Scripting in 1997, Visual Basic® for Applications (VBA) and Microsoft Office Developer in 1998, and MSDN® in 1999. He was promoted to Corporate Vice President in early 2000 and has been helping drive Microsoft's transition to software as a service ever since. Arbogast holds a Bachelor's of Mathematics degree in Computer Science from the University of Waterloo in Ontario, Canada.

Jennifer J. Baird

Jennifer J. Baird was born in Springfield, Missouri and was raised in Longview, Texas as well as Miami, Florida. She is Legislative Counsel for Congresswoman Mary Bono, and has worked for the Congresswoman since May 2003. Before joining the Bono team, Mrs. Baird was an attorney at McGuiness and Holch, where she began working in October 1999. She earned her J.D. at the University of Baltimore School of Law in May 2001 and her B.A. in English Literature at Florida State University in 1997. Mrs. Baird is a member of the Maryland State Bar and resides in Arlington, Virginia with her husband Frederick "Tripp" Baird, III.

Steven M. Bellovin

Steven M. Bellovin received a B.A. degree from Columbia University and an M.S. and Ph.D. in Computer Science from the University of North Carolina at Chapel Hill. While a graduate student, he helped create netnews; for this, he and the other perpetrators were awarded the 1995 Usenix Lifetime Achievement Award. He joined AT&T Bell Laboratories in 1982. Despite the fact that he has not changed jobs, he is now at AT&T Labs Research, working on networks, security, and why the two do not get along — as well as related public policy questions. He is an AT&T Fellow and a member of the National Academy of Engineering. Bellovin is the co-author of "Firewalls and Internet Security: Repelling the Wily Hacker," and holds several patents on cryptographic and network protocols. He served on National Research Council (NRC) study committees on information systems trustworthiness and the privacy implications of authentication technologies; he also was a member of the information technology subcommittee of an NRC study group on science versus terrorism. Bellovin was a member of the Internet Architecture Board from 1996-2002 and is currently the co-director of the Security Area of the IETF.

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Edward J. Black

Ed Black has been President & CEO of the Computer & Communications Industry Association (CCIA) since early 1995. He has specialized in international trade, competition policy and intellectual property matters and has been extensively involved in a number of other issues of importance to the industry, including e-commerce, privacy, security, open standards, federal procurement and telecommunications policy. Mr. Black also serves as the current Chairman of the State Department's Advisory Committee on International Communications & Information Policy. He is a past President of the Washington International Trade Association & Foundation and Chairman of the Pro-Trade Group. He is on the board of directors of the Interoperability Clearing House (ICH), as well as a member of various bar and technology policy organizations, including a past presidency as Chairman of the American Intellectual Property Law Association's Subcommittee on Export Controls, and the Advisory Board for BNA's Electronic Information Policy and Law Report. He is active politically at the local, state and national levels. Mr. Black regularly testifies before Congress and is a frequent commentator for both national and industry media. Mr. Black received his Bachelor of Arts degree from Muhlenberg College and his Juris Doctor degree from American University's Washington College of Law, where he won honors in the area of international law.

Mark Bohannon

Mark Bohannon is the General Counsel and Senior Vice President Public Policy for the Software & Information Industry Association (SIIA). As the principal trade association of the software code and information content industry, the 600 members of SIIA develop and market software and electronic content for business, education, consumers and the Internet. Prior to joining SIIA, Mr. Bohannon was a senior official of the U.S. Department of Commerce where he served as Chief Counsel for Technology and Counselor to the Under Secretary. During his tenure, his responsibilities included technology policy, examining technical barriers to trade, eCommerce, intellectual property issues, and Internet policy. Mark Bohannon served on numerous USG delegations to bilateral talks with major trading partners and to multilateral fora such as the Hague, UNCITRAL and WTO. He served as Vice Chair of the Working Party on Information Security and Privacy at the OECD. Mark Bohannon is a graduate of the Edmund A. Walsh School of Foreign Service at Georgetown University and of the George Washington University Law School in Washington, D.C.

Maureen Cushman

Maureen Cushman is one of three attorneys who act as the primary legal contacts for the multi-billion dollar Dell U.S. Consumer business segment. She advises on all manner of legal issues for this business and its several thousand employees. In this generalist role she counsels clients on legal and business issues, including e-commerce, privacy, advertising, intellectual property, contract, tax, consumer, commercial, and administrative law. She acts as the liaison between her clients and the other legal specialists within the legal department as well as outside counsel. She sits on the staffs of one Vice President and three Directors and counsels executives and employees alike in Dell U.S. Consumer. Previously, Ms. Cushman was an intellectual property associate with the firm of Fulbright & Jaworski, LLP in Austin, Texas and

managed domestic and international intellectual property assets for major national and international corporations, as well as matters in all stages of litigation, settlement negotiations, and before the U.S. Patent & Trademark and U.S. Copyright Offices. Ms. Cushman received a Juris Doctor degree in 2000 from Columbia University School of Law and a Bachelor of Arts in Psychology from Princeton University in 1996.

Mark Eckenwiler

Mark Eckenwiler is Deputy Chief in the Computer Crime and Intellectual Property Section, Criminal Division, U.S. Department of Justice. His areas of responsibility include federal wiretap law, computer search and seizure, and online investigations. An Internet veteran for two decades, Mark has written and spoken widely on such issues as anonymity and free speech, e-mail stalking laws, Internet jurisdiction, electronic privacy, and the Fifth Amendment implications of cryptographic keys. His articles have appeared in The National Law Journal, Legal Times, American Lawyer, Civil RICO Report, Internet World, and NetGuide. Mark holds an A.B. cum laude from Harvard in History and Literature and an M.A. in Classics (Ancient Greek) from Boston University. After receiving his J.D. cum laude from New York University School of Law, he clerked for U.S. District Court Judge I. Leo Glasser in the Eastern District of New York. In 2001, he received a Director's Appreciation Award from EOUSA for his efforts in training AUSAs on cybercrime issues. In 2002, he received the Exceptional Service Award — the Justice Department's highest honor — for his work on federal cybercrime legislation.

Mary K. Engle

Mary K. Engle is Associate Director of the Federal Trade Commission's Division of Advertising Practices. The Division is responsible for regulating national advertising matters, including claims about food, OTC drugs, dietary supplements, alcohol, tobacco, and Internet services. The Division also enforces the Children's Online Privacy Protection Act, the first federal statute specifically regulating collection of information on the Internet. Ms. Engle joined the FTC as a staff attorney in 1990 and has held a number of management positions within the Bureau of Consumer Protection. She also served as the Project Director of the FTC's Study of the Marketing of Violent Entertainment to Children. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, D.C., where she specialized in environmental litigation. She is a graduate of Harvard University and the University of Virginia School of Law.

Ray Everett-Church

Widely recognized as one of the world's foremost experts on Internet privacy and anti-spam policy issues, Ray brings over 15 years of experience at the intersection of technology and policy to his role as TurnTide's CPO. In that position, Ray helps to assure TurnTide's clients of the privacy and security of the data they entrust to the company. Prior to joining TurnTide, Ray was CPO and SVP of Consulting for ePrivacy Group, a privacy consulting and email technology incubator. In his consulting career, his clients have included America Online, Pfizer, Kimberly-Clark, Intuit, Aventis, Household/ HSBC, Microsoft, the National Association of Home Builders, Napster, Ericsson and Comcast. Before joining ePrivacy Group, Ray became the world's first corporate Chief Privacy Officer when he

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created that position at the Internet advertising firm AllAdvantage.com. Prior to AllAdvantage, Ray was an attorney with the renowned telecommunications law firm of Haley Bader & Potts, PLC, where his practice focused on privacy and security matters for Internet Service Providers and Application Service Providers. Ray is a co-founder and serves as counsel to the Coalition Against Unsolicited Commercial Email (CAUCE), the nation's oldest and largest anti-spam advocacy group. In addition, he has co-authored Internet Privacy for Dummies (2002) and Fighting Spam for Dummies (2004) and has written chapters for The Internet Encyclopedia (2003) and the forthcoming Handbook of Information Security. Ray holds degrees from George Mason University and The George Washington University School of Law. He serves on advisory boards for The George Washington University School of Engineering and Applied Science (SEAS), Privo.com, PrivacyRight.com, and as a Director of Whitehat.com.

Jeffrey Friedberg

Jeffrey Friedberg is Director of Windows Privacy for Microsoft Corporation. His responsibilities include improving the "privacy experience" for Windows customers and identifying best practices for software development. Previously at Microsoft he focused on privacy and legal issues relating to the Windows Media Platform and was a Group Program Manager for Microsoft's graphics software. He has over 20 years of graphics software development experience and has delivered products that range from graphics supercomputers used in medical imaging to next generation gaming devices. As VP of Engineering at Silicon Gaming, he helped launch an IPO and chaired the Gaming Manufacturers Association. At Digital Equipment Corporation, he co-architected the industry standard 3D graphics extensions for the MIT X Window

System. He has a formal background in Computer Graphics and a B.S. degree in Computer Science from Cornell University.

John Gilroy

John Gilroy authors *The Washington Post's* "Ask the Computer Guy" column, a question-and-answer feature that responds to computer issues and questions posed by Post readers and National Public Radio listeners. John has published over 500 columns in *The Washington Post*. Since 1991, John has also been a co-host of "The Computer Guys" radio program, which is aired on WAMU/88.5 FM. John's television appearances include Dateline NBC, CNN, C-SPAN, PBS and ABC's Nightline. He is employed at Item, Inc. of Alexandria, Virginia, a company specializing in computer equipment sales, rentals, and parts and supplies. John has a Master's degree from Indiana University and also attended Universidade de Sao Paulo.

Bryson Gordon

Mr. Gordon is the senior manager in charge of McAfee Security's line of consumer products and services, including McAfee VirusScan, McAfee Personal Firewall Plus, McAfee AntiSpyware, McAfee SpamKiller and McAfee Internet Security Suite. His responsibilities include overseeing all aspects of product planning, development, market strategy and community outreach. During his tenure at McAfee Security, Mr. Gordon has spearheaded efforts to help protect consumers from the emerging threat of online fraud and identity theft. His expertise spans virus, spam and privacy protection and has focused on how consumers can layer security to help provide broader protection against new hybrid threats. Mr. Gordon's intimate knowledge of online security, privacy and identity

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theft has garnered acclaim from law enforcement agencies and privacy groups, leading to extensive speaking experience that includes, most notably, the Federal Bureau of Investigation/Infraguard, the National Youth Leadership Forum and the United States Postal Service. Mr. Gordon has a Master's degree from Cambridge University.

Evan Hendricks

Since 1981, Evan Hendricks has served as Editor/ Publisher of the *Privacy Times*, a biweekly newsletter in Washington that reports on privacy and freedom of information law. He has been qualified by the federal courts as an expert witness in Fair Credit Reporting Act and identity theft cases. Hendricks serves as an expert privacy consultant to federal, state and business organizations, including the Social Security Administration and the U.S. Postal Service. He also has done contract research for the Office of the Canadian Privacy Commissioner and the Australian Human Rights & Equal Opportunity Commission when they needed a survey of American experiences in the course of formulating their national policies. Hendricks is the author of three books: a forthcoming book on credit scores and credit reports, "Your Right to Privacy" (1990-Southern Illinois University Press), and "Former Secrets," a 1982 compilation of 500 examples of significant disclosures to the public under the FOIA. A graduate of Columbia University, Hendricks regularly lectures on information policy issues in the United States, Canada, and Europe. Recent lectures and expert presentations were held at Harvard University's Kennedy School of Government, the Brookings Institution, the 16th Annual Conference on Data Protection in The Hague, and at a Reed College lecture series on Privacy and Censorship.

Austin Hill

A serial entrepreneur and leading voice on the subjects of privacy and security, Austin Hill has built three companies from the ground up, beginning with his first at age 17. Austin is a Co-Founder of Zero-Knowledge Systems and was previously founder and president of Infobahn Online Services, which merged to form TotalNet, one of Canada's most successful Internet Service Providers. Prior to TotalNet, he created Cyberspace Data Security, an early network security consulting firm. An avid technologist and passionate speaker, Austin is a leading lecturer and presenter on privacy and security issues. He has spoken at COMEX, the International Conference on Privacy and Personal Data Protection, the World Economic Forum, and numerous other conferences and government hearings. Austin is also an Advisory Board member of the Electronic Privacy Information Center.

Chris Jay Hoofnagle

Chris Jay Hoofnagle is associate director of the Electronic Privacy Information Center. He has testified before Congress on privacy and Social Security Numbers, identity theft, and the Fair Credit Reporting Act, and before the Judicial Conference of the U.S. on public records and privacy. Chris' recent work has focused on credit reporting, financial services privacy, gender and privacy, commercial profiling and telemarketing, the Attorney General's Guidelines, law enforcement and intelligence access to personal information, and the privacy implications of emerging technologies including invasive advertising and Digital Rights Management. Chris is a graduate of the University of Georgia School of Law and is a member of the Maryland and District of Columbia Bars.

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J. Trevor Hughes

J. Trevor Hughes is an attorney specializing in e-commerce, privacy and technology law. Hughes serves as the Executive Director of the Network Advertising Initiative (the NAI) and the International Association of Privacy Professionals (the IAPP). In his role with the NAI, Hughes leads their efforts to create manageable standards for industry at the intersection of privacy and technology. With the NAI, Hughes has participated in efforts to create best practices for online profiling, the use of web beacons and cookies, and email marketing. He also leads the NAI's Email Service Provider Coalition, an organization that is dedicated to developing technological and public policy tools to reduce spam and protect legitimate email. In his role with the IAPP, Hughes provides strategic leadership for a leading association of privacy professionals. Hughes has provided testimony before the US Congress Commerce Committee, the Senate Commerce Committee, the Federal Trade Commission, and the European Union Parliament on issues of privacy, spam and privacy sensitive technologies. He also has lectured on privacy and e-commerce law at Boston College Law School, the University of Maine School of Law and Northeastern University. He has been featured on National Public Radio's "Morning Edition," the PBS "Nightly Business Report," and in the Wall Street Journal, New York Times, USA Today, National Journal, Washington Post, Boston Globe, and Business Week. A native of Canada, Hughes holds a Bachelor of Arts in political science from the University of Massachusetts and a Juris Doctorate from the University of Maine School of Law.

Chris Kelly

Chris Kelly is Chief Privacy Officer and General Counsel of Spoke Software, a business social networking company in Palo Alto. He brings more than 10 years in information privacy, public policy, and legal experience to the Spoke management team. He has previously created the Chief Privacy Officer position at broadband Internet service provider Excite@Home and digital marketing company Kendara (which was sold to Excite@Home). He joined Spoke from international law firm Baker & McKenzie, where he advised major Internet and media clients on the increasing challenges of privacy and intellectual property protection in the digital age. Prior to his time in legal practice, he served as an advisor in the Clinton Administration with the White House Domestic Policy Council and the U.S. Department of Education. Chris holds a B.A. from Georgetown University, an M.A. from Yale University, and a J.D. from Harvard Law School. At Harvard, he served as Editor-in-Chief of the *Harvard Journal of Law & Technology* and was part of the founding team for the Berkman Center for Internet & Society.

James H. Koenig

James Koenig recently joined PricewaterhouseCoopers LLP (PwC) as Co-Leader of PwC's Privacy Practice. Jim is a recognized authority on privacy issues impacting financial services, health care, direct marketing and technology. Based in PwC's Philadelphia Office, Jim provides global privacy and security strategy, compliance and training services focused on ROI-driven solutions that balance the goals of business with respect for consumer privacy. Additionally, Jim has served as an expert to the Federal Trade Commission in several landmark cases, including the email privacy and security enforcement actions involving Eli Lilly & Company and Guess?, Inc. Jim has an extensive business, technology and legal background, including marketing, management and legal positions at QVC/Comcast, MaMaMedia.com and Weil, Gotshal and Manges LLP. In his last position, Jim served as the

Chief Development & Legal Officer for ePrivacy Group, where he was responsible for all privacy consulting and regulatory compliance advice. Jim is a noted speaker, writer and panelist on privacy, health care and marketing issues. He currently serves on a variety of industry boards, including: International Association of Privacy Professionals; the Direct Marketing Association; Association for Interactive Marketing; and Interactive Television Association. Mr. Koenig has a technology and finance background from the Massachusetts Institute of Technology and was a member of the Law Review at the University of Miami School of Law.

Martin C. Lafferty

Marty Lafferty is the Chief Executive Officer of the Distributed Computing Industry Association (DCIA). Marty is a new media industry leader with a track record of multi-business collaboration in pioneering distribution of content via new technologies. Prior to DCIA, he was CEO of Zoom Culture, which he transformed from a dotcom into a thriving digital television firm with partners NBC and Apple. Previously, as CMO for StreamSearch.com, he teamed with Paramount and the Sundance Film Festival. During his tenure as Microsoft TV VP of Corporate & Service Marketing, he supported the strategic refocusing of WebTV. As President of FutureVision, he supervised the first switched-digital-network service offering and the company's acquisition by Verizon. Marty also was CEO of NBC's Olympics joint venture, where he led multiple vendors to develop alternative security solutions for a satellite-delivered mini-subscription PPV service. Finally, as VP of TDBS, he led Turner Broadcasting's internal and GI engineering teams to deploy the industry's first signal-scrambling security technology for basic programming services. Marty has served as Membership Chairman of the Interactive Services

Association and co-founded the Satellite Broadcasting Communications Association, serving as its first Vice Chairman. Marty holds a Master's degree from Yale and a Bachelor's degree from Williams College. He has received the NCTA's President's Award and a CTAM TAMI Award for industry service.

Fran Maier

Fran Maier is the Executive Director and President of TRUSTe, the leading brand in online privacy. The TRUSTe privacy certification seal is displayed by more than 1200 Web sites, including most of the major online brands and a number of Fortune 500 companies. TRUSTe also provides certification and dispute resolution services for Ironport Systems' Bonded Sender email program, which is utilized by many leading email service providers and major brands to enhance delivery of legitimate email. Ms. Maier joined TRUSTe in 2001, since then, TRUSTe has significantly increased its revenues, improved its certification, monitoring and dispute resolution platforms, and launched new initiatives into trusted email as well as wireless privacy. Ms. Maier is known for her expertise in online privacy policies and industry online marketing best practices. She has extensive experience building online brands as a co-founder of Match.com, VP of Marketing for Women.com, and VP of Marketing for Kmart's BlueLight.com subsidiary. Ms. Maier holds a BA and MBA from Stanford University. She lives in Alameda, CA with her husband and two sons.

Andrew McLaughlin

Andrew is Senior Policy Counsel for Google, Inc., based in New York City. He is a non-resident Senior Fellow at the Berkman Center for Internet & Society at Harvard Law School, where his work has focused

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on the law and regulation of Internet and telecommunications networks. In recent years, he has focused primarily on developing countries. Andrew first joined the Berkman Center in 1998 as an associate director and fellow, studying the Internet's technical administration and self-regulation and on the application of constitutional law doctrines to cyberspace. He worked on online mechanisms to facilitate democratic consultation in cyberspace using the model of Deliberative Polling. In 1999, Andrew taught The Law of Cyberspace with Prof. Jonathan Zittrain. He returned to the Berkman Center in 2002, to lead the Berkman Center's initiatives in developing countries. From 1999-2002, Andrew helped to launch and manage the Internet Corporation for Assigned Names and Numbers (ICANN), serving as Vice President, Chief Policy Officer, and Chief Financial Officer. He continues to serve as Senior Adviser to ICANN, working on policy development, organizational reform, and institutional relationships. He is a member of the ICANN committee on deployment of internationalized domain names. McLaughlin graduated from Yale University in 1991 with a B.A. in History and from the Harvard Law School in 1994.

David Moll

Over the past two years, David Moll has established himself as a vocal consumer advocate and expert on the issue of spyware. As CEO of Webroot, the leading provider of privacy, protection and performance solutions for Internet users, Moll is responsible for the company's strategic direction, setting development priorities, and managing business operations. Moll also is the co-founder of Infield Capital, an angel fund operating in Boulder, Colorado. Moll holds an MBA from Northwestern University's Kellogg Graduate School of Business. During his career Moll has worked in both the

technology and consumer product sectors. Prior to Webroot, Moll worked with emerging technology companies, such as Excite@Home and DataPlay. Moll also has worked in the mass-retail environment selling products through Target, Wal-Mart, Home Depot and others. This mix of experience has informed his thinking about how consumers interact with technology, and the safeguards needed to ensure that individuals and companies retain control over the software programs that are loaded onto their computers. Webroot, founded in 1997, is a privately held company based in Boulder, Colorado, that creates innovative privacy, protection and performance solutions for Internet users. Webroot's Spy Sweeper software was recently awarded PC Magazine's editor's choice award and was recently recommended as "the established leader" by Stephen Wildstrom, Technology and You columnist for *Business Week*. Webroot has operations in the U.S. and Europe.

Avi Naider

Avi Naider has been CEO of WhenU.com, Inc. since the company's inception in early 2000. He has led WhenU's growth from start-up to its current position as a leader in the contextual marketing industry. WhenU has created a leading desktop advertising network (DAN) that now reaches more than 25 million consumers. Through the company's partnerships with popular software distributors, the WhenU DAN enables consumers to receive valuable software for free by agreeing to see occasional highly relevant, highly targeted ads instead of paying a fee — and without compromising their privacy. Previously, Mr. Naider worked at AEA Investors Inc., a private equity fund whose participants are current and former Fortune 100 CEOs. At AEA, he led several acquisitions and advised management of portfolio companies in the consumer goods industry, such as mapmaker Rand McNally. Before his tenure

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at AEA, he was a strategy consultant in the New York office of the Boston Consulting Group (BCG), where he advised Fortune 500 clients in the retail, consumer packaged goods, information technology, and healthcare industries. Mr. Naider graduated from Princeton University, with a B.A. from the Woodrow Wilson School of Public and International Affairs.

Ronald L. Plesser

Ronald L. Plesser is a Partner of the law firm of Piper Rudnick LLP. As the Chair of the firm's Electronic Commerce and Privacy Practice Group, Mr. Plesser focuses on issues that concern international communications, Internet law, legislative matters, telecommunications, privacy, data base companies, publishers, information and software providers and users, marketers and other companies affected by the emergence of new information technologies. This includes matters of wireless and terrestrial communications issues. Clients including trade associations and individual companies are represented before the United States Congress, federal agencies and all federal and state courts. Mr. Plesser has also represented clients in world regulatory organizations. Mr. Plesser is past-Chair of the Individual Rights and Responsibilities Section of the American Bar Association. He has been an adjunct professor of law at George Washington University (1982-1986). He also was Deputy Director of the Science, Space and Technology Cluster of the 1992 Clinton-Gore Transition. He currently serves on Piper Rudnick's Diversity Committee. Mr. Plesser is listed as one of Washington's Top High-Tech/Telecommunications lobbyists in *Influence — The Business of Lobbying* (December 2000). Mr. Plesser received his law degree from George Washington University.

Jules Polonetsky

Jules joined America Online as Vice President, Integrity Assurance in May of 2002. He is responsible for a wide range of consumer protection issues for AOL's brands (America Online, Netscape, AIM, Compuserve, Mapquest, MoviePhone, Spinner, WinAmp, ICQ) including advertising policy, content and community standards, parental controls, children's privacy, online safety and accessibility for users with disabilities. From March 2000 through April 2002, Jules was the Chief Privacy Officer and Special Counsel at DoubleClick. In that role, he worked with DoubleClick clients to institute and police their privacy policies and managed compliance with data protection requirements for DoubleClick subsidiaries world-wide. In his Special Counsel role, Jules oversaw DoubleClick's government affairs activities and consumer related advertising practices. He acted as company spokesperson on a wide range of policy issues and regularly spoke at industry and advocacy conference events. From January 1, 1998 until he joined DoubleClick in March 2000, Jules served as the NYC Consumer Affairs Commissioner for Mayor Rudy Giuliani. As New York City's chief consumer law enforcement official, Jules was responsible for ensuring that all consumer advertising and sales complied with City, State and Federal consumer protection laws. Jules served in the New York State Assembly from 1994 to 1997, representing the Brooklyn neighborhoods of Brighton Beach, Coney Island, Sea Gate and Bay Ridge. He is a graduate of New York University School of Law and Yeshiva University, and is admitted to the Bar in New York, New Jersey and Washington, D.C.

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Wayne Porter

Mr. Porter is the driving editorial force behind SpywareGuide.com — a leading news and information source discussing technologies ranging from marketing and advertising-focused devices to privacy-invading espionage tools used by a wide variety of legitimate and illegitimate concerns. His company also markets a useful privacy-guarding software tool, X-Cleaner. Porter, an entrepreneur at heart, has managed to thrive within a sea of turmoil — having weathered the Internet marketing storm since the mid-1990's as a thought-leading expert in the performance marketing industry. He has served as Vice President of Business Development for such companies as AffTrack (a leading provider of revenue data collection and processing for large, retail-focused affiliates) and is a prominent writer, performance marketing consultant, and speaker. Porter achieved notoriety for bringing together the fiercely competitive affiliate networks so as to develop and publish an industry Code of Conduct — essentially a set of ethics and business practice guidelines for the largest of retail-focused affiliates and business partners. This Code focused on the use of downloadable applications by affiliates such that they are "playing fairly" amongst themselves and with consumers. Porter attended Marshall University and resides in the Cleveland area with his wife and two children.

Elizabeth Anne Prostic

Elizabeth Prostic serves as Chief Privacy Officer and Senior Policy Advisor to United States Secretary of Commerce Donald Evans. As Chief Privacy Officer, Ms. Prostic oversees all Departmental activities related to the development and implementation of federal privacy laws, policies, and practices. Since 2001, she has provided strategic counsel to Secretary Evans on policies and regulations concerning technology, telecommunications, and intellectual property. From 1997 to 2000, Ms. Prostic served as a Majority Professional Staff Member of the Senate Committee on Commerce, Science, and Transportation for Chairman John McCain. She staffed both Senator McCain and Senator Bill Frist, Chairman of the Subcommittee on Science, Technology and Space, on technology, electronic commerce, federal research and development and space policies. Prior to joining the Senate Commerce Committee, Elizabeth worked for the Dole/Kemp Presidential Campaign. A native of Kansas City, she graduated from the University of Pennsylvania with a B.A. and she is currently a candidate for Juris Doctor at George Washington University.

Matthew D. Sarrel

Mr. Sarrel joined PC Magazine in 2000 as a Technical Director, where he leads all testing conducted by the Applications, Enterprise and Development Software, OS and Utilities, Network Infrastructure and Wireless LAN teams. Prior to joining PC Magazine, Mr. Sarrel served as Vice President of Engineering and IS Manager at two Internet startups. Prior to his experiences in the world of Internet startups, Mr. Sarrel spent almost 10 years providing IT solutions in medical research settings, beginning his career as a Network Administrator and ultimately serving as Director of IT for the New Jersey Medical School National Tuberculosis Center and CIO for the HIV Educational Exchange for Healthcare Workers in Vietnam project. Mr. Sarrel has earned a BA (History) from Cornell University, an MPH (Epidemiology) from Columbia University, and is also a Certified Information Systems Security Professional (CISSP).

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Ari Schwartz

Ari Schwartz is an Associate Director of the Center for Democracy and Technology (CDT). Ari's work focuses on defending and building privacy protections in the digital age by advocating for increased individual control over personal information. He also works on expanding access to government information via the Internet and online advocacy and civil society. Ari is a leading expert on the issue of privacy on government Web sites and has testified before Congress and Executive Branch Agencies on the issue. Ari was named to the 2003's Federal 100 — the top executives from government, industry and academia who had the greatest impact on the government information systems community over the past year. He is the Chair of the World Wide Web Consortium's Platform for Privacy Practices (P3P) Policy and Outreach Working Group — the leading standards setting body for Web technologies — and Co-Chair of the Congressional Internet Caucus Advisory Committee Task Force on E-Government. Ari also is on the steering committee of the Computers, Freedom and Privacy Conference and is a past Chair of the Conference.

John Schwarz

John Schwarz is President and Chief Operating Officer of Symantec Corporation, managing day-to-day business operations and ensuring that the company delivers products, solutions, and support that bring value to its diverse customer base. He also leads the company's sales, professional services, marketing and partner relationships. Previously, Schwarz was president and chief executive officer of Reciprocal Inc., which provided comprehensive business-to-business secure e-commerce services for digital content distribution over the Internet. Schwarz spent 25 years at IBM Corporation. Most recently, he was general manager of IBM's Industry Solutions unit, a worldwide organization focused on building business applications and related services for IBM's large industry customers. His career at IBM spanned experiences in development, manufacturing, sales and marketing, and covered products areas as diverse as $C++$, DB/2, OS/2, the AS/400 and the RS/6000. Schwarz serves on a number of boards including Dalhousie University, Halifax, Verity, Inc., and the Information Technology Association of America's Software Board. Schwarz holds a diploma in business administration from the University of Toronto and a degree in computer science from the University of Manitoba.

Roger Thompson

Roger is a first-generation anti-virus person, having started his own scanner development company in Australia in 1987. In 1991, he moved that company to the United States, and eventually sold it to On Technology in 1996. Until 2003, he was employed as the Director of Malicious Code Research for TruSecure, primarily responsible for providing early warning of and analyzing emerging malicious code threats. Mr. Thompson testified before Congress in 2003 in support of Mary Bono's anti-spyware legislation. He is on the advisory board for Virus Bulletin and the WildList, is a frequent speaker at security conferences around the world, and is often quoted in the press on matters of malicious code. Mr. Thompson is currently Vice President of Product Development at PestPatrol.

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Stephen H. Urquhart

Stephen H. Urquhart is a member of the Utah House of Representatives and chair of the Public Utilities and Technology Committee. He graduated from Williams College and BYU law school. Steve practiced law with Morrison & Foerster in California and Washington and now practices law in St. George, Utah. He also served as a judge pro tem in the Utah court system. Steve is a Henry Toll Fellow through the Council of State Governments.

Daniel Weitzner

Daniel Weitzner is Director of the World Wide Web Consortium's Technology and Society activities, and as such, is responsible for development of Web technology standards to address social, legal and public policy concerns, including privacy and security. Mr. Weitzner also is a Principal Research Scientist at MIT's Computer Science and Artificial Intelligence Laboratory and teaches Internet public policy at MIT. He is also a commentator for NPR's Marketplace Radio. Before joining W3C, Mr. Weitzner was co-founder and Deputy Director of the Center for Democracy and Technology, and Deputy Policy Director of the Electronic Frontier Foundation. Mr. Weitzner has a law degree from Buffalo Law School, and a B.A. in Philosophy from Swarthmore College.

Michael A. Wood

Michael A. Wood is Vice President for Sales, USA and Canada, for Nicolas Stark Computing AB (Lavasoft). Lavasoft, which is headquartered in Åsarp, Sweden, has been distributing anti-spyware products since the late 90's, including a free program called Ad-Aware Standard (aka Ad-aware Personal) and paid versions called Ad-Aware Plus and Professional. Michael became associated with Lavasoft when, in early 2000, he discovered spyware on his own system and decided to get involved, becoming a volunteer moderator on Lavasoft's technical support forums that provide product support and advice to consumers in handling their spyware problems. This in turn led to his appointment as Forum Administrator in charge of other Moderators, and now his current position. He holds a BS degree in Applied Mathematical Economics (with a concentration in Computer Science) from SUNY at Oswego in Oswego, NY.