



A Public Education Workshop

PANELISTS

Marty Abrams is the Executive Director of the Center for Information Policy Leadership at Hunton & Williams, a think tank and strategic consulting organization. Before joining Hunton & Williams, Mr. Abrams spent twelve years at Experian leading their information policy and privacy efforts.

The CRM Education Project is an industry discussion group led by the Center for Information Policy Leadership at Hunton & Williams. This Project brings industry leaders together on a regular basis to (i) explore the use of information in marketing and the nature of the public's interest in customer relationship management and (ii) encourage the creation of policy models that help ameliorate the friction between individuals' multiple interests in the data flows that support marketing. The CRM Education Project is open to companies that provide or employ customer relationship management solutions, and consumer leaders and policy makers are invited to participate in the group periodically.

Johnny Anderson is the President and CEO of Hot Data, Inc. Mr. Anderson has over 30 years of technology industry experience, holding executive and management positions at e2 Software Corporation, Saber Software Corporation, Novell, Excelan and Digital Equipment.

HotData delivers the customer intelligence required for one-to-one marketing into e-business and customer relationship management software applications in real time. HotData's services access the largest virtual data warehouse on the Internet, containing business profiles, consumer demographics, and data cleaning.

C. Win Billingsley is the Chief Privacy Officer of Naviant, Inc. Prior to joining Naviant, Mr. Billingsley served in senior management at NCR in Dayton, Ohio.

Naviant Marketing Solutions, Inc., a subsidiary of Naviant, Inc., is a provider of precision marketing tools and integration methodology for online and offline environments, enabling marketers to identify, target, reach, and build relationships with online consumers. Naviant's products and service offerings cover four areas: Registration, List Services, e-Targeting, and Analytics. Founded in 1997, Naviant is headquartered in Newtown Square, Pennsylvania and has offices in various cities throughout the U.S. and in Canada.

Paula Bruening is Staff Counsel for the Center for Democracy and Technology. Before joining CDT, Ms. Bruening was Director of Compliance and Policy for TRUSTe, the online privacy seal program, and Senior Attorney-Advisor for the Office of Chief Counsel, National Telecommunications and Information Administration, US Department of Commerce.

The Center for Democracy and Technology is a non-profit, public interest organization that works to promote democratic values and constitutional liberties in the digital age. With expertise in law, technology, and policy, CDT seeks practical solutions to enhance free expression and privacy in global communications technologies. CDT is dedicated to building consensus among all parties interested in the future of the Internet and other new communications media. CDT pursues its mission through research and public policy development in a consensus-building process, involving public interest and commercial representatives interested in exploring solutions to critical policy issues.

Fred Cate is professor of law, Harry T. Ice Faculty Fellow, and director of the Information Law and Commerce Institute at the Indiana University School of Law- Bloomington. He also serves as senior counsel for information law with Ice Miller Legal & Business Advisors, and is a visiting scholar at the American Enterprise Institute. He specializes in privacy and information law, and appears regularly before congressional and state legislative committees, and professional and industry groups on these matters. Professor Cate was a member of the Federal Trade Commission's Advisory Committee on Online Access and Security, and he participated in the 1999 Public Workshop on Online Profiling organized by the Commission and the Department of Commerce.

Jason Catlett is President and founder of Junkbusters Corporation. A computer scientist with a Ph.D. in data mining, Dr. Catlett moved from the University of Sydney to AT&T Bell Laboratories in Murray Hill, New Jersey in 1992, where he worked on data mining of large databases. In addition to many academic publications, Dr. Catlett has contributed articles to publications such as *Privacy Journal* and *DM News*.

Founded in April 1996 in Green Brook, New Jersey, Junkbusters Corporation is a small, privately-held for-profit corporation. The company works with governments, corporations, trade associations and public interest groups to further the goals of better privacy protection and stronger rights for individuals to control information about them and messages sent to them.

Jerry Cerasale is the Senior Vice President, Government Affairs at the Direct Marketing Association (DMA). Mr. Cerasale joined the DMA in January, 1995, and is in charge of the DMA's contact with the Congress, all federal agencies, and state and local governments. Prior to joining the DMA, Mr. Cerasale served as Deputy General Counsel for the Committee on Post Office and Civil Service, United States House of Representatives, and on the staff of the U.S. Postal Rate Commission.

The Direct Marketing Association is the largest trade association for businesses interested in interactive and database marketing, with nearly 4,600 member companies from the United States and 53 other nations. Reflecting the revolutionary impact of the World Wide Web and e-commerce on the industry, the DMA has acquired two e-commerce trade associations, the Association for Interactive Media (AIM) and the Internet Alliance (IA). The DMA's mission is to encourage the growth and profitability of its members and their adherence to high ethical standards.

Peter Corrao is the CEO of Cogit Corporation. Before joining Cogit.com, Mr. Corrao was Division President of National Accounts Marketing for ADVO, the largest, full-service direct mail marketing company in the United States, and the owner and operator of Sports USA.

Cogit is a San Francisco-based, privately held provider of visitor relationship management (VRM) services. Cogit's services work across Internet-enabled media to increase response from anonymous web visitors.

Mary Culnan is the Slade Professor of Management and Information Technology at Bentley College in Waltham, Massachusetts, where she teaches and conducts research on information privacy. She was a member of the Federal Trade Commission's Advisory Committee on Online Access and Security, and is the author of the 1999 Georgetown Internet Privacy Policy Survey. She has also testified before Congress on a range of privacy issues and served as a Commissioner on the President's Commission on Critical Infrastructure Protection.

Bentley College has approximately 4,200 undergraduate, 1,500 graduate, and 2,500 executive professional education students who learn in an environment that integrates information technology with a broad business, and arts and sciences, curriculum.

Evan Hendricks is the Editor and Publisher of *Privacy Times*, a biweekly newsletter in Washington that reports on privacy and freedom of information law. Mr. Hendricks is author of *Your Right To Privacy* (1990) and *Former Secrets*, a 1982 compilation of 500 examples of significant disclosures to the public under the Freedom of Information Act. Mr. Hendricks is Chairman of the U.S. Privacy Council; he regularly lectures on information policy issues in the United States, Canada and Europe.

Privacy Times is a newsletter designed for professionals and attorneys who need to follow the legislation, court rulings, and industry developments that frame the ongoing debate about information privacy. The publication covers such issues as the FTC's developing policy for the Internet, credit reports, Caller ID, medical records, "identity theft," the Freedom of Information Act, direct marketing, and the European Union's Directive On Data Protection.

John Kamp is an attorney with Wiley, Rein & Fielding and serves as counsel for CPExchange. Mr. Kamp has extensive experience in privacy and other regulatory issues, and last year he was a member of the Federal Trade Commission's Advisory Committee on Online Access and

Security.

CPEXchange Network, a volunteer consortium of over 90 business organizations, is dedicated to developing a vendor-neutral, open standard to facilitate the exchange of privacy-enabled customer information across enterprise applications. CPEXchange facilitates the management and promotion of customer relationships by businesses across industry sectors. Special data elements of the CPEXchange specification support the development of privacy policies by companies consistent with fair information practices.

Rick Lane is the Director of eCommerce and Internet Technology for the U.S. Chamber of Commerce, where he is responsible for coordinating the development and implementation of the Chamber's eCommerce and technology legislative and policy initiatives. Mr. Lane has served in leadership positions on a variety of federal, state and local commissions and committees, including the Federal Trade Commission's Advisory Committee on Online Access and Security, and has been involved in several private sector enterprises.

Established in 1912, the U.S. Chamber of Commerce is the world's largest not-for-profit business federation, representing more than three million businesses and organizations of every size, sector and region.

Gregory Miller is interim Chief Privacy Officer and VP of Corporate Development for MEconomy, an Internet privacy infrastructure venture. Before joining MEconomy, Mr. Miller was MedicalLogic-Medscape's Chief Internet Strategist and Director of Governmental Affairs, and a Director of Strategic Marketing for Netscape Communications. Mr. Miller has worked on issues involving technical Internet infrastructure including wireless; online marketing strategy including personalization, infomediation and data warehousing; and Internet security and privacy policy issues, particularly in healthcare and insurance. Mr. Miller was a member of the Federal Trade Commission's Advisory Committee on Online Access and Security.

MEconomy is a Silicon Valley company developing an "assured privacy layer" technology that provides business with a scalable privacy solution to enable trusted, permission-based customer communications. The MEconomy platform and corporate vision are premised on the idea that privacy is the most important issue facing the information age, the success of which relies on trust between business and consumers.

Michael Pashby is Executive Vice President & General Manager for Magazine Publishers of America (MPA), where he has also served as Executive Vice President/Consumer Marketing. Prior to joining the MPA, Mr. Pashby was President and Publisher of *Art and Antiques Magazine*, Vice President of Circulation and New Product Development for Gruner+Jahr USA, and Managing Director of U.S. Operations for Marshall Cavendish.

Magazine Publishers of America (MPA) is the industry association for the consumer magazine business. Established in 1919, the MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate service providers.

Lawrence Ponemon is the President of Guardent, a services and technology company enabling security, privacy and data protection. Prior to joining Guardent, Dr. Ponemon was the founder of the PricewaterhouseCoopers global privacy practice. Dr. Ponemon served on the Federal Trade Commission's Advisory Committee on Online Access and Security and is a founding board member of the Personalization Consortium.

The Personalization Consortium is an international advocacy group formed to promote the development and use of responsible one-to-one marketing technology and practices on the World Wide Web. The consortium encourages the growth and success of electronic commerce that delivers the benefits of personalized electronic marketing while articulating best practices and technologies that protect the interests of consumers. The consortium has established Ethical Information and Privacy Management Objectives that articulate its goal of creating a process that enables consumers to confidently use personalization technology.

Becky Richards is the Director of Compliance and Policy for TRUSTe, an Internet privacy seal program. Ms. Richards oversees all aspects of enforcement operations and policy developments for the TRUSTe program, including TRUSTe's compliance operations and the TRUSTe WatchDog dispute resolution process. Prior to joining TRUSTe, Ms. Richards was an International Trade Specialist on the Electronic Commerce Task Force at the U.S. Department of Commerce's International Trade Administration.

TRUSTe is an independent organization dedicated to building consumer trust and confidence in the Internet. Founded in 1997, the TRUSTe privacy seal program has certified nearly 2,000 Web sites throughout the world.

Ari Schwartz is a Policy Analyst at the Center for Democracy and Technology (CDT). Mr. Schwartz's work focuses on protecting and building privacy protections in the digital age by advocating for increased individual control over personal information and expanded access to government information via the Internet. Mr. Schwartz also serves on the Advisory Committee of the World Wide Web Consortium and is a monthly columnist for *Federal Computer Week* magazine. Prior to working at CDT, Mr. Schwartz worked at OMB Watch researching and analyzing the nonprofit sector's engagement in technology, government performance, access to government information, and government information technology policy.

Richard M. Smith is the Chief Technology Officer for the Privacy Foundation where he is responsible for choosing and directing the Foundation's research activities. He also has primary responsibility for explaining the Foundation's research findings to the media and at public events.

The Privacy Foundation was established to educate the public, in part by conducting research into communications technologies and services that affect personal privacy. The Foundation is a not-for-profit organization based in Denver, Colorado.

Brian Tretick is a Principal, eRisk Solutions, with Ernst & Young and is a leader for global privacy assurance and advisory services. He has served clients in the online, financial services, retail, and software industries, focusing on the technological, organizational, regulatory, and third party relationship aspects of data privacy. He also works in the firm's global privacy practice, where he helped to combine business advisory, technical, assurance, and legal professionals in a consolidated service to Ernst & Young's global clients.

Ernst & Young offers traditional audit and tax services, as well as customized services in corporate finance, online security, risk management, the valuation of intangibles, e-business acceleration, and legal services in various parts of the world where permitted. Ernst & Young serves privacy clients in the Internet, financial services, retail, insurance, health care, manufacturing, and software industries.

Lynn Wunderman is the President and CEO of I-Behavior, Inc. Prior to founding I-Behavior, she was a founding partner of Wunderman, Sadh, & Associates, a consulting firm specializing in information-based marketing services for both consumer and business-to-business marketers in the financial services, high-tech, graphic arts, non-profit and Internet industries, and President and COO of Marketing Information Technologies, a company providing database services for major Internet and Fortune 100 companies. Ms. Wunderman currently serves on the Internet Committee of the Board of Directors of the Direct Marketing Association.

I-Behavior provides data-based targeting services to companies engaged in direct channel marketing. The company has created the industry's first opt-in co-operative database that uses proprietary technology to consolidate both online and offline purchase behavior of direct channel buyers.