Agenda

1:00 – 1:15pm
Registration & Networking

1:15 – 1:30pm
Opening Remarks
Call for the establishment of a new set of industry standards to govern both research data collection and consumer protection.
Scott McDonald, Ph.D. – President & CEO, ARF

1:30 – 1:45pm
Voice of the Consumer
What are consumers’ rights about approving the uses of their data?
Allie Bohm - Policy Counsel, Public Knowledge

1:45 – 2:00pm
How Adequate Are Existing Privacy Policies for Research? A Meta-Analysis
What responsibilities do researchers have in protecting consumers from harm that may come from misuse of their data?
Paul Donato – Chief Research Officer, ARF

2:00 – 2:15pm
Fireside Chat about GDPR
Emerging guidelines in the European Union.
Ben Hoxie – Director of Product Management, mParticle
Scott McDonald, Ph.D. – President & CEO, ARF
2:15 – 2:45pm

**Industry Panel**
Input on code of conduct rules.

*Rick Bruner* – Vice-Chair, USA, I-COM  
*Joanna Seddon* – President, Global Brand Consulting, Ogilvy & Mather  
*Rolfe Swinton* – Director, Data Assets, GfK  
*Tania Yuki* – Founder & CEO, Shareablee  
Moderator:  
*Paul Donato,* Chief Research Officer, ARF

2:45 – 3:25pm

**Townhall**
Voice your input, make a difference.

3:25 - 3:30pm  
Closing Remarks  
*Scott McDonald, Ph.D.* – President & CEO, ARF