

# Register Now!

App Developer Privacy Summit  
April 25, 2012 | Palo Alto, CA



## APP DEVELOPER PRIVACY SUMMIT



Mobile apps and the services they provide have been one of the most exciting areas of innovation in recent years. Many of these new services have been successful because they enable consumers to use data to connect, discover and accomplish tasks in new ways, but the collection and use of consumer data in the complex mobile environment has caused a rise in privacy concerns. To maintain the consumer trust necessary to continue the pace of innovation, the key participants in the app ecosystem - platforms, app developers, carriers, consumers and policymakers need to work together. This Summit will lay the foundation to address current and pressing consumer privacy issues.

### Special Thanks



**\*Event sponsorships still available!**

To learn more and to register, visit <http://appdevsummit.eventbrite.com/>

# Agenda

- 8:00 - 9:00 am:** **Registration and Breakfast, hosted by Zynga**
- 9:00 - 9:30 am:** **Regulators Panel:** Regulators will address the role of government and the responsibility of industry to balance the convenience of apps with importance of individual privacy. **Moderator:** Christopher Wolf (Co-Chair, Future of Privacy Forum), **Panelists:** Laura Berger (Federal Attorney, Division of Privacy and Identity Protection, Federal Trade Commission), Travis LeBlanc (Special Assistant Attorney General for Technology, State of California), Joanne McNabb (Chief, California Office of Privacy Protection), John Morris (Director of Internet Policy, National Telecommunications and Information Administration)
- 10:15 - 11:15 am:** **Platforms Panel:** Operating systems and app platforms discuss how to best ensure data protections are in place and understood by their users. **Moderator:** Jon Potter (President, Application Developers Alliance), **Panelists:** Naveen Nigam (Senior Manager, App Ecosystem, RIM), Ragavan Srinivasan (Product Manager, Mozilla), Lyn Watts (Policy and Privacy Manager, Microsoft), Alex Rice (Product Security, Facebook), Google (Coming soon)
- 11:30 - 12:30 pm:** **Notice and Permissions Panel:** Academic and industry experts examine best practices, privacy notification, permission settings and general transparency for apps, platforms and app stores. **Moderator:** Coming Soon, **Panelists:** Ilana Westerman (CEO, Create with Context), Ashkan Soltani (Independent Privacy Researcher), Ryan Calo (Director of Privacy and Robotics, Center for Internet and Society, Stanford University), Parker Higgins (Electronic Frontier Foundation)
- 12:30 - 1:30 pm:** **Working Lunch: Developers React, hosted by Mozilla:** Application developers respond to the morning's panelists. **Curator:** Jake Ward (Vice President, Application Developers Alliance), **Speakers:** Sean Hanley (Director of Compliance, Zynga), Steve Gleitsmann (President, GET IT MOBILE), Trevor Cornwell (Founder, appbackr), Tim Burks (Independent Developer, Radtastical), Doug Ludlow (Co-founder, Hipster), Jeff Seibert (CEO, Crashlytics), Damien Patton (Founder and CEO, Banjo), Kipp Jones (Sr. Architect, Skyhook Wireless), Derek Halliday (Sr. Product Manager, Lookout), Bryan Trussel (CEO, Glympse), Ouriel Ohayon (Co-founder, Appsfire.com),
- 1:45 - 2:45 pm:** **Privacy Tools Open Discussion:** Privacy tool developers highlight best practices, the importance of widespread adoption and innovation toward more simple and readily available consumer protections. **Curator:** Chris Conley (Technology & Civil Liberties Fellow, ACLU of Northern California) **Discussants to include:** Jim Brock (Founder, PrivacyChoice) Dave Deasy (Vice President, TRUSTe) Aleecia McDonald (Privacy Research Fellow, Stanford University) Scott Meyer (CEO, EVIDO)
- 1:45 - 2:45 pm:** **Kids Apps Open Discussion:** Developers, platforms and policymakers agree on the importance of child security and protection; now they must collaborate to incorporate robust privacy tools and more transparent notifications. **Curator:** Ed Lewis (Founder, Media Chaperone), **Discussants to include:** Katie Ratte (Executive Counsel, Privacy Policy, Walt Disney), Lorraine Akemann (Co-founder, Moms with Apps), Teresa Tersol-Wiseman (General Counsel, Knowledge Adventures), Mark Williamson (CEO, Zoodles), Alan Simpson (Vice President of Policy, Common Sense Media), Lauren Lynch Flick (Partner, Pillsbury Winthrop Shaw Pittman), Mandeep S. Dhillon (Founder, Togetherville.com)
- 1:45 - 2:45 pm:** **Location Based Technology Open Discussion:** Developers, policy experts, platforms and manufacturers analyze the benefits, challenges and requirements for applications informed by location based technologies. **Curator:** Ross Buntrock (Partner, Arent Fox), **Discussants to include:** Nick Bicanic (CEO/Co-founder, Echoecho Media), Nick Doty (Privacy Analyst, World Wide Web Consortium), Rip Gerber (CEO, Locaid Technologies), Mike Sax (Founder, Sax.net), Bryan Trussel (CEO, Glympse), Beau Haugh (Co-founder & CTO, Localmind)
- 1:45 - 2:45 pm:** **Advertising Open Discussion:** Ad networks, platforms and developers discuss the challenges of tracking and personalization while also providing consumers with notice and control. **Curator:** Coming Soon, **Discussants to include:** Adam Towvim (Vice President of Business Development, JumpTap), Bethan Cantrell (Privacy Manager for IEB/Xbox, Microsoft), Ashkan Soltani (Independent Privacy Researcher), Lauren Gelman (Principal and Founder, Blurry Edge Strategies), David Tannenbaum (COO, ThinkNear), Kevin Trilli (Vice President of Product Management, TRUSTe), Ouriel Ohayon (Co-founder, Appsfire.com), Jeff Seibert (CEO, Crashlytics), Derek Halliday (Sr. Product Manager, Lookout)
- 3:00 - 4:15 pm:** **Reports from Open Discussions**  
Next Steps  
Closing Remarks
- 4:30 - 6:00 pm:** **Summit reception hosted by TRUSTe, including featured guest Jacob Kohnstamm (Chairman, Dutch Data Protection Authority & Article 29 Working Party)**

\*Agenda continues to be updated. View most recent at <http://appdevsummit.eventbrite.com/>