PROGRAM ON ECONOMICS & PRIVACY
GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL
TOGETHER WITH THE FUTURE OF PRIVACY FORUM

Fifth Annual Public Policy Symposium on the Law & Economics of Privacy and Data Security:
Developing a Benefit-Cost Framework for Data Policy

Thursday, June 8, 2017
George Mason University, Founders Hall, 3351 Fairfax Drive, Arlington, VA 22201
All sessions held at George Mason University Founders Hall Auditorium

Agenda

8:00 – 8:50 am  Registration and Breakfast, Founders Hall Multipurpose Room
8:50 – 9:00 am  Welcome

James C. Cooper, Program on Economics & Privacy, George Mason University Antonin Scalia Law School
Jules Polonetsky, Future of Privacy Forum

9:00 – 9:50 am  Morning Keynote: Privacy Notices

Keynote Speaker
Omri Ben-Shahar, The University of Chicago Law School

Discussant
Julie Brill, Hogan Lovells

Moderator
Abigail Slater, The Internet Association

10:00 – 11:00 am  Panel 1: Unfairness under Section 5: Unpacking “Substantial Injury”

Unreasonable Privacy Practices: No Reason They Can’t Be Unfair
Joseph Jerome, Center for Democracy & Technology
Unpacking Unfairness: Measuring Consumer Perceptions of Privacy Costs and Benefits

Calli Schroeder, International Association of Privacy Professionals (with Cobun Keegan, IAPP)

Moderator
Michelle Rosenthal, T-Mobile

11:10 am – 12:25 pm  Panel 2: Conceptualizing the Benefits and Costs of Data Flows

The Costs of Not Using Data: Balancing Privacy and the Perils of Inaction
Omer Tene, International Association of Privacy Professionals (with Gabe Maldoff, Bird & Bird)

Balancing the Benefits and Costs of Health Data Collected by Employer-Sponsored Wellness Programs
Dale B. Thompson, Opus School of Business, University of St. Thomas

Measuring Costs and Benefits of Privacy Controls: Conceptual Issues and Empirical Estimates

Moderator
Kelsey Finch, Future of Privacy Forum

12:25 – 1:30 pm  Luncheon, Founders Hall Multipurpose Room

Luncheon Panel Discussion: The Future of FTC Privacy and Data Security Policy
Thomas B. Pahl, Federal Trade Commission
Lydia Parnes, Wilson Sonsini Goodrich & Rosati
William C. MacLeod, Kelley Drye & Warren LLP and Chair, ABA Section on Antitrust

Moderator
James C. Cooper, Program on Economics & Privacy, George Mason University Antonin Scalia Law School

1:45 – 2:30 pm  Afternoon Keynote: The Needed Redesign of US Privacy Policy Institutions

Keynote Speaker
David A. Hyman, Georgetown University Law Center

Discussant
Joshua D. Wright, Global Antitrust Institute, George Mason University Antonin Scalia Law School

2:40 – 3:40 pm  Panel 3: The Law and Economics of Data Security

When “Reasonable” Isn’t: The FTC’s Standard-less Data Security Standard
Geoffrey A. Manne, International Center for Law & Economics (with Kristian Stout, ICLE)

How Much Should We Spend to Protect Privacy?: The Need for Information We Do Not Have
Robert H. Sloan, University of Illinois at Chicago (with Richard Warner, Chicago-Kent School of Law, Illinois Institute of Technology)

Moderator
Brenda Leong, Future of Privacy Forum

3:40 pm  Closing Remarks

Bonnie Kelly, Journal of Law, Economics & Policy