NAI Network Advertising Initiative

MEMBER SUMMIT 2016

APRIL 13, 2016 SAN FRANCISCO

High Profile Keynote Presentations

Panel Discussions on Emerging Industry Issues

Dialogue on Members' Most Pressing Questions

Networking Opportunities

AGENDA

The NAI 2016 Summit has been approved for up to 6.5 hours of CPE credits per IAPP's CPE policy.

An application requesting MCLE credit for this activity is pending for approval by the State Bar of California.

WHEN

Wednesday
April 13, 2016
8:00 AM – 5:00 PM PDT

WHERE

The Village
969 Market Street
San Francisco, CA 94103

CONTACT

William Lee
202-654-7072
william@networkadvertising.org

 @NAI
#NAISummit

| 8:00 - 9:20 am | **Breakfast & Registration** |

| 9:20 - 9:30 am | **Welcome & Introduction** |

| 9:30 - 10:30 am | **Keynote Presentations** |

Jessica Rich, director of the Federal Trade Commission's Bureau of Consumer Protection, will join NAI President and CEO Leigh Freund for a "fireside chat" keynote discussion. Ms. Rich is a well-respected expert in privacy and data protection whose appointment as bureau director at the FTC in 2013 was widely seen as a signal of the FTC's continued focus on consumer privacy as a priority. She is a key regulator for the digital advertising industry who has built the FTC's privacy enforcement program from a small team to one of the agency's signature projects. This keynote conversation will focus on emerging technologies, cross-device advertising, and how NAI members can consider privacy when building new products.

Justin Erlich, the special assistant attorney general to California Attorney General Kamala Harris, will also offer remarks as part of the keynote presentations. Mr. Erlich is currently driving multiple operational initiatives including OpenJustice (openjustice.doj.ca.gov), an internal research capacity, an innovation unit, a digital citizen engagement strategy, and a digital forensics/cyber accelerator. As Attorney General Harris's principal advisor on technology and data, his remarks will address policy issues such as open data, privacy, cyber-security, the sharing economy, and clean tech.

Panel 1
PII vs. Non-PII: Is there still a distinction?

10:30-11:20am

The DoubleClick/Abacus case helped spur the creation of NAI in 2000 and led to one of the fundamental principles of the NAI Code - the distinction between Personally Identifiable Information (PII) and Non-Personally Identifiable Information (Non-PII), with heightened requirements for the collection and use of PII. The Federal Trade Commission (FTC) has said that the distinction continues to "lose significance" as technologies evolve and data collection increases. In fact, some (non-NAI members) already merge consumers' PII with non-PII web browsing history to serve relevant advertisements, underscoring the FTC's view.

This panel will explore the rationale for maintaining the PII and Non-PII distinction. Panelists will debate the policy, privacy, legal, and business implications of eliminating this distinction, and discuss how Europe's General Data Protection Regulation (GDPR) and the evolving definition of personal data impact this debate.

Panel 2
Old Privacy for New Technology: Challenges and Solutions to Self-Regulating Innovation

11:20 - 12:10pm

Panel 2 will focus on cross-device linking and discussions that NAI members and staff have had with the Federal Trade Commission (FTC) and other NAI members. During this panel we will briefly explore the policy, technical, and privacy implications of cross-device advertising, offering a brief overview of how cross-device linking works. The panel will then delve into how NAI members are proposing to address key privacy issues, including transparency, an effective opt-out and the prevention of sensitive advertising campaigns across devices. Finally, the panelists will discuss and debate those questions raised by the FTC around cross-device advertising during meetings with NAI staff and members and during the FTC's Workshop on Cross Device Tracking.

- LUNCH BREAK -

1:10-2:00pm	**Panel 3 Emerging Technologies: Addressable TV, Programmable TV, and DOOH**

The 2015 NAI Summit featured a vigorous discussion around legal and policy issues arising from advances in online tracking technologies such as the use of non-cookie technologies, cross-device linking, and the growth of the Internet of Things. This year, NAI is building on last year's discussion by exploring the new issues members face with the next iteration of emerging technologies in the marketplace.

This panel in particular will explore the similarities and differences between Addressable TV (ATV), Programmatic TV (PTV), and Over The Top (OTT) advertising. Panelists will discuss how Digital Out of Home Advertising (DOOH) like billboards and in-cab screens integrate with the online advertising industry as well as the traditional television advertising industry. Panelists will discuss the current state of technology, the business opportunities and the privacy and legal concerns modern technology brings. Some topics addressed will be the FTC Act, FCC regulations, and the Video Privacy Protection Act. A more interactive panel, time will be allowed for audience member questions and feedback.

	Panel 4
2:00 - 2:50pm	**Practical Privacy: A Look at NAI Members' Best-in-Class Privacy Programs in Light of Evolving Compliance Challenges**

Panel 4 will bring together compliance experts to discuss how member companies can develop and maintain best-in-class privacy programs in the face of constantly evolving technology. Panelists will share their perspectives on building products and services that incorporate "privacy by design," while maintaining competitive business models. The panel will also discuss how companies can help ensure that technology, legal, and product teams work together efficiently to maintain privacy protections. The panel will analyze the various challenges faced by companies of different sizes and maturity levels, as well as member companies' most common compliance concerns. The panel will explore how the NAI compliance program helps to raise the privacy management bar.

- COFFEE BREAK -

	Panel 5
3:10 - 4:00pm	**Partnerships and Expansion: Affiliations and Agreements with Other Trade Associations such as the ESRB, DAA, IAB, EDAA**

The digital advertising industry, along with many other large industries, is represented by a virtual smorgasbord of trade associations and a number of self-regulatory organizations.

This panel will unpack what differentiates these organizations and the value they each provide to their members. Panelists will highlight and contrast their approaches to privacy, legal, and policy issues. Panelists will discuss the viewpoints and initiatives their association brings to the digital advertising industry, and explore opportunities to cohesively address pressing privacy issues and other challenges.

4:00 - 4:50pm	**Panel 6** **Member Feedback:** **Membership, Technologies, Policies,** **and Compliance**

This panel is dedicated to NAI members, companies at the forefront of ad tech innovation who are focused on, and committed to, privacy. This panel will feature an interactive and frank discussion on all that was presented during the earlier panels, the challenges of today and the issues most concerning to membership. Panelists will discuss with attendees' future goals and initiatives the NAI should undertake to ensure a healthy and robust ecosystem, filled with players that are privacy conscious and compliant with industry best practices.

Bring your thinking cap and leave your inhibition at the door; this will be an in-depth analysis of the hottest topics in digital advertising! Topics will include a wide range of issues including the collection and use of precise geolocation as well as international expansion and the benefits of self-regulation and compliance in the EU and other jurisdictions, technical security issues, privacy policy notice formats and industry page notices, the effectiveness of compliance reviews and technical monitoring tools, the meaning of opt-in consent (including what it means, what it looks like, how to get it, and where the pain points are, etc.), and the benefits of consumer education and outreach efforts.

Closing Remarks

- COCKTAIL RECEPTION -