

The NAI logo consists of the letters 'NAI' in a bold, blue, sans-serif font, followed by a stylized icon of three interconnected nodes or circles.

NAI

SUMMIT

2019

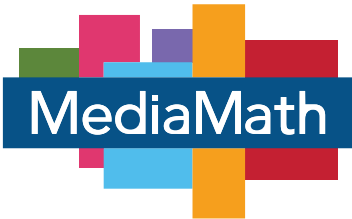
A stylized silhouette of the Chicago skyline in shades of purple and blue, set against a background of orange circuitry and yellow sun-like shapes.

ADTECH IN THE **SECOND CITY**

MAY 22, 2019

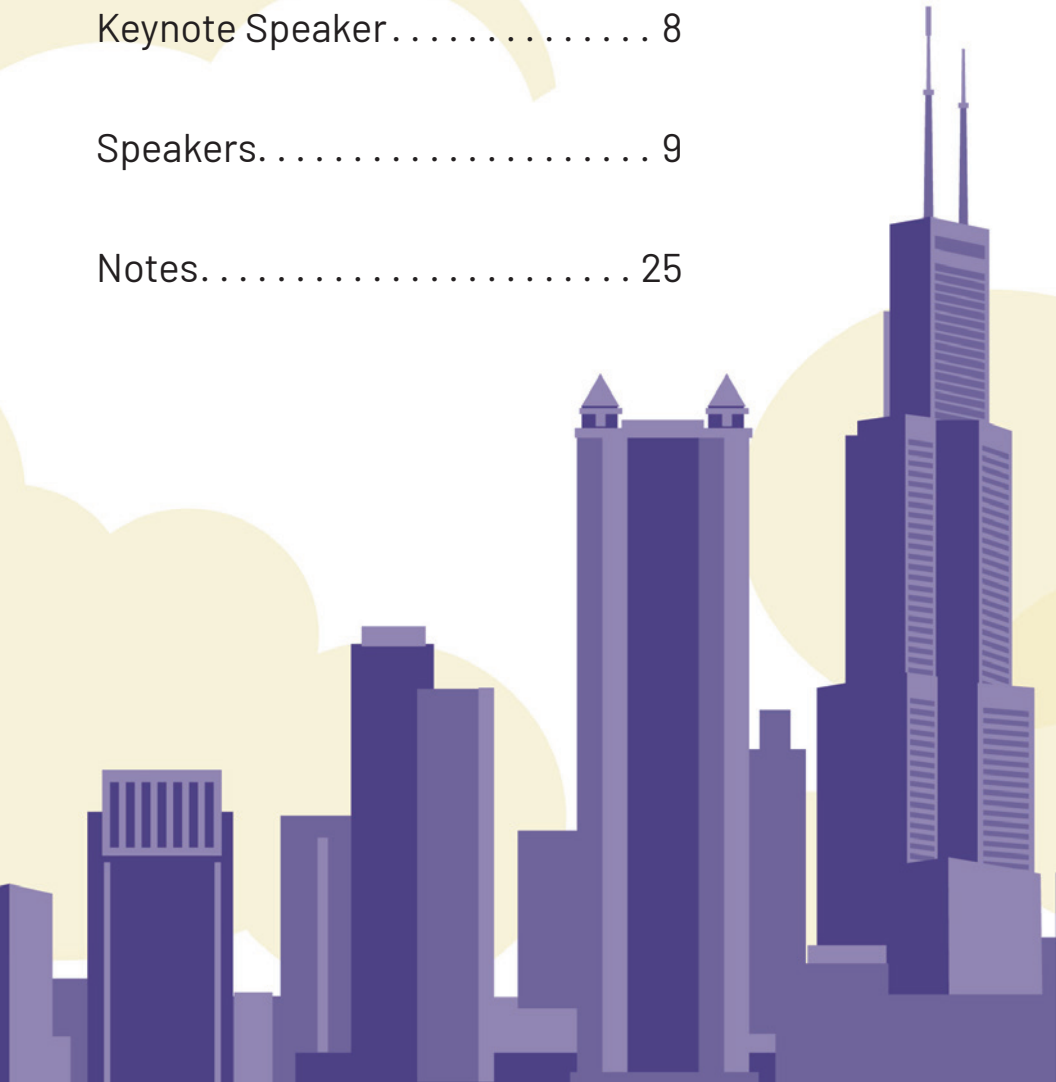
MORGAN MANUFACTURING, CHICAGO, IL

THANK YOU SPONSORS!



CONTENTS

Summit Agenda.....	4
Keynote Speaker.....	8
Speakers.....	9
Notes.....	25





SUMMIT AGENDA



8.30 – 9.05AM BREAKFAST AND REGISTRATION



9.05 – 9.25AM NAI CEO AND BOARD OF DIRECTORS' CHAIRMAN WELCOME



9.25 – 10.15AM PANEL 1

Precise Location Data at a Crossroads: Where Do We Go From Here?

Moderators: Rod Ghaemmaghami, Matthew Nichols

Panelists: Ken Dreifach, Stacey Gray, Matt Novick, Shane Wiley

The industry faces increasing scrutiny around the collection and use of location data. While current practices have met their share of skepticism for years, they have in many ways continued with minimal oversight. Recent headlines and increasing legislative interest on the collection and use of location data by technology companies are at their highest in years, and it may be time that we take another look at location data and see whether there are opportunities to enhance protections. This panel will discuss recent concerns surrounding location data, how industry could address these concerns, whether all uses of location data should be treated the same, and whether current industry efforts to combat these rising concerns are making a difference.



10.15 – 10.30AM COFFEE BREAK

Sponsored by

ZG ZwillGen




10.30 – 11.20AM PANEL 2

Health-Related Targeting: Helping Consumers, Invading Privacy, or Both?

Moderator: Anthony Matyjaszewski

Panelists: Kellyn Bergstrand, Lauren Dubick, Asaf Evenhaim, Meredith Halama

Health-related ad targeting has long been a controversial topic in the Ad Tech industry. Some think that helping users find treatments and medications for their health conditions is a benefit to society, while others feel that making



inferences about users' health, especially regarding certain conditions, is a sensitive topic that should either require additional notice and consent or be strictly forbidden. Is there a difference if the targeting is based on non-sensitive data, such as lookalike modeling? Is the targeting of pharma ad campaigns based on purely demographic data still potentially sensitive? If so, where should the line be drawn between sensitive and non-sensitive? Does the "name" of the audience or segment matter in determining sensitivity? If so, is this really just about appearances? Join us for a lively debate about the pros and cons of health and pharma targeting.



11.20AM – 12.10PM PANEL 3

How are Browser, Regulatory, and Platform Pressures Morphing the Identity Paradigm?

Moderators: Julie Karasik, William Lee

Panelists: Alan Chapell, Kevin Ching, Ted Lazarus, Jordan Mitchell

Identity is a critical concept to the operations of an Ad Tech company. It is due to this concept that companies can identify and connect devices for Personalized Advertising and provide opt-out mechanisms. But more recently, an extra layer of complexity has been added as new laws require companies to identify individuals when they submit access requests for their information. In addition, these new laws tend to broadly define the information covered by the legislation, making compliance particularly difficult. This panel will assess recent and future changes in technology that are shifting the Ad Tech identity paradigm, including browser restrictions on third-party cookies, non-cookie technology, first-party ad related cookies, rumored changes to or removal of mobile ad IDs, and increased adoption of shared cookie IDs.



12.10 – 1.10PM LUNCH

Sponsored by
PERKINS COIE
COUNSEL TO GREAT COMPANIES

Continued

SUMMIT AGENDA (continued)



1.10 – 2.00PM KEYNOTE PRESENTATION

Andrew Smith, Director, Bureau of Consumer Protection, FTC



2.00 – 2.50PM PANEL 4

Inter-Operability in a Global Regulatory Environment

Moderator: Sheila Millar

Panelists: Mathilde Fiquet, François Lhémy, Matthias Matthiesen, Ionel Naftanaila, Colin O'Malley

NAI member companies have invested significantly in privacy tools, consumer data access portals, and other technology to comply with newly enacted laws and regulations around the world. This ever-increasingly complex and fragmented regulatory environment has created challenges for companies that operate across the world and has threatened the inter-operability of global business models. This panel will explore whether the GDPR has compelled companies to consider consent as a default mechanism for data processing on a global basis, what role self-regulation can and will play in a fragmented global regime, and whether new laws in the US will reinforce the existing notice-and-choice implied consent model.



2.50 – 3.10PM COFFEE BREAK

Sponsored by

 ZwillingGen



3.10 – 4.00PM PANEL 5

The Future of Ad Tech in a Fragmented State Legal Environment

Moderators: Tony Ficarrotta, David LeDuc

Panelists: Jay Beckner, Jim Halpert, Gary Kibel, Julia Shullman

As California regulators continue down the path of implementing the CCPA, many critical questions remain about the impact of compliance where virtually all sharing of consumer data could be subject to “sale” requirements. At the same time, there may also be several other states enacting similar, but different, consumer privacy laws. This session will explore the biggest CCPA compliance challenges for both advertisers and first parties, as well as the possibility of an even greater fragmented state legal environment where companies may be forced to comply with disparate requirements for consumer transparency, choice, access, and deletion.



4.00 – 4.50PM PANEL 6

Can a Federal Privacy Law Provide an Effective Framework for Ad Tech?

Moderators: Leigh Freund, David LeDuc

Panelists: Travis Hall, Stu Ingis, Danny Sepulveda

Despite strong bipartisan consensus about the need for a federal privacy law, a national privacy framework will not come without sweeping new federal regulations and enhanced enforcement. While state laws are testing the limits of transparency and control, there is a strong appetite to focus more on uses of data and consumer harm. Either way, the industry will need to make tough choices about which trade-offs are worth a uniform national framework with federal preemption, if this is even politically possible. This session will explore the opportunities and challenges of a “new paradigm” that protects consumers against “unreasonable” data practices, including a robust discussion of what this framework might look like, and what the obstacles are to reaching consensus.



4.50 – 5.00PM CLOSING REMARKS



5.00 – 6.00PM COCKTAIL RECEPTION

Sponsored by





KEYNOTE SPEAKER



Andrew Smith

Director, Bureau of Consumer Protection, FTC

Andrew Smith is Director of the FTC's Bureau of Consumer Protection. He came to the FTC from the law firm of Covington & Burling, where he co-chaired the financial services practice group. Earlier in his career, Mr. Smith was a staff attorney at the FTC, where he led the agency's efforts to make several rules under the Fair Credit Reporting Act. Mr. Smith has written extensively on consumer protection and financial services issues, served as the Chair of the American Bar Association's Consumer Financial Services Committee, and is a Fellow of the American College of Consumer Financial Services Lawyers and the American Bar Foundation. He earned a bachelor's degree in history from Williams College, and a J.D. from William & Mary Law School, where he served as Professional Articles Editor of the William & Mary Law Review.



SPEAKERS



Jay Beckner

Privacy Consultant, OneTrust

Jay Beckner serves as Privacy Consultant at OneTrust - the global leader in privacy management and marketing compliance software. In his role, Beckner advises companies large and small on EU GDPR, California Consumer Privacy Act (CCPA), Brazil LGPD, and hundreds of the world's privacy laws, focused on formulating efficient and effective responses to data protection requirements as well as building and scaling privacy programs.

Additionally, he helps facilitate OneTrust's PrivacyConnect workshops across North America. Prior to OneTrust, Beckner spent several years at a leading telecommunications provider where he gained valuable experience working with national corporations to implement Data Center and MPLS connectivity solutions.

Beckner is a Certified Information Privacy Professional (CIPP/E) and holds a B.A. from Hampden-Sydney College.



Kellyn Bergstrand

Associate Corporate Counsel, Pulsepoint

Kellyn Bergstrand is the Associate Corporate Counsel at PulsePoint, where she focuses on data privacy matters and commercial contracts. Her role at PulsePoint is to advise the company on the intricacies of health-related ad targeting; ensure continued compliance with industry standards; develop and implement data privacy policies and procedures; and prepare PulsePoint for evolving and pending data privacy legislation, including the California Consumer Privacy Act (CCPA). Key accomplishments in this role include the operationalization of the General Data Protection Regulation (GDPR) compliance within the organization. Kellyn holds a J.D. from Seton Hall University School of Law and a B.A. from Fordham University.

Continued

SPEAKERS (continued)



Alan Chapell

President, Chapell & Associates

Alan Chapell began his career at a boutique direct marketing agency in Connecticut. In 1996, he founded the privacy program at Jupiter Research, an Internet research firm. After his tenure at Jupiter, Chapell helped develop DoubleClick's research product suite. He founded Chapell & Associates in October of 2003. Over the past 16 years, Chapell has worked with dozens of premium Ad Tech and Martech companies as outside counsel and privacy advisor. Chapell graduated from the University of Connecticut and Fordham University School of Law and is a member of the New York bar as well as a Certified Information Privacy Professional. He's also a sought after speaker and a regulator contributor to Adexchanger and other publications.



Kevin Ching

SVP, Product and Data Strategy, NinthDecimal

Kevin Ching is SVP of Product and Data Strategy at NinthDecimal, a marketing platform that helps brands grow their bottom line. He has worked in mobile for nearly twenty years and is responsible for the data platform at NinthDecimal, overseeing data governance and data monetization among other things. At NinthDecimal, Kevin has helped shape how the advertising industry thinks about mobile location data, and was one of the original co-developers of AdChoices for mobile apps with TrustArc (formerly known as TRUSTe). He is also an active and recognized leader in the IAB Mobile Location Committee. Prior to joining NinthDecimal, Kevin worked at Nielsen where he co-led mobile media research.



Ken Dreifach

Shareholder, Zwillgen

Ken Dreifach sits on the NAI board on behalf of AdRoll, the retargeting and prospecting platform. Since 2000, Ken has served in a variety of high-profile roles in the digital advertising landscape: as a regulator, General Counsel and Chief Privacy Officer, and currently as outside counsel to numerous NAI members and other web-based, mobile, and data services companies.

As LiveRamp's General Counsel and Chief Privacy Officer from 2010 to 2015, Ken helped pioneer the data "onboarding" model and privacy best practices related to it. Prior to that, Ken was Chief of the New York Attorney General's Internet Bureau, where, among other privacy enforcement actions, he oversaw the investigation and settlement arising from DoubleClick's purchase of Abacus, which set a key

precedent regarding online data “merger” practices. Ken began his career as a judicial clerk for Judge Phyllis Kravitch (U.S. Court of Appeals, 11th Circuit) after graduating from NYU School of Law.



Lauren Dubick

Legal Advisor, Novartis

Lauren is a technically-savvy, Privacy-Forward™ thought leader and sought out strategic legal adviser at Novartis where she advises on US data privacy. Drawing on her software background, she has broad expertise in AdTech and various digital platforms and technologies, and advises regularly on technology design; implements privacy-by-design; and champions the use of agile and design-thinking practices in delivering privacy and legal services.



Asaf Evenhaim

Co-Founder and CEO, Crossix

Asaf is a co-founder of Crossix and serves as Chief Executive Officer. He started Crossix in 2004 with more than 10 years experience in healthcare marketing and technology businesses. Asaf has been named to the PharmaVOICE 100 most influential people in the life sciences industry, DTC Innovator of the Year and a PM360 ELITE honoree. He has been featured in many notable publications and partner websites, including MM&M, Acxiom and NYHBL and has written many provoking thought leadership pieces like Protecting Privacy in a Connected World. Before founding Crossix, he was the co-founder and president of SoftWatch, a healthcare CRM provider. Asaf also served as acting CEO for Dietwatch.com, an online subscription weight loss company spun off from SoftWatch. Earlier, Asaf served as EVP of Business Development for InterCure, Inc., a medical device company. Asaf served for four years in the Israeli Navy Intelligence Unit, and he holds a B.S. in mathematics and computer science from Tel Aviv University.



Tony Ficarrotta

Counsel, Compliance & Policy, Network Advertising Initiative

As Counsel, Compliance & Policy, Tony Ficarrotta works with NAI member companies to ensure they comply with the NAI’s FIPPs-based Code of Conduct and assists with updates to the Code to ensure it keeps pace with changing business practices and consumer expectations of privacy. He also develops and implements both education and policy initiatives related to privacy in digital advertising. Prior to joining NAI, Tony practiced at an

Continued

SPEAKERS (continued)

international law firm where he counseled companies in regulated industries on their obligations with respect to various state, federal, and international privacy laws. Tony holds a J.D., cum laude, from Duke University School of Law, an M.A. in Philosophy from Georgetown University, and a B.A. in Philosophy from the University of Colorado at Boulder. He is admitted to practice in North Carolina and the District of Columbia.



Mathilde Fiquet

Director General, FEDMA

Mathilde Fiquet is the Director General of FEDMA, the Federation of European Direct and Interactive Marketing, after having been in charge of EU Affairs since 2010. FEDMA represents the interest of the entire Direct and Interactive Marketing value chain. Mathilde also is the Vice Chair of the European Interactive Digital Advertising Alliance (EDAA), promoting self-regulation for EU digital advertising. Mathilde coordinates the work of the FEDMA Legal Affairs Committee and focuses on issues relating to data protection and privacy for the direct marketing sector, as well as work on self-regulation. Before that, she studied European Public Affairs at the University of Maastricht in the Netherlands.



Leigh Freund

President & CEO, Network Advertising Initiative

As President & CEO of NAI, Leigh Freund leads the organization's growth and helps set the agenda and strategic priorities. Leigh joined NAI in 2015 after an eleven-year career at AOL Inc., where she served as Vice President & Chief Counsel for Global Public Policy.

Leigh brings more than a decade of substantive expertise in privacy, advertising, and public policy in the digital sector to her work at NAI. She has first-hand knowledge of the tremendous contributions third parties have made in the digital advertising space and she is a passionate believer in strong self-regulation.

During her time at AOL, Leigh led the company's public policy efforts and was a leading voice on global digital and technology policy. Prior to that role, Leigh headed up the AOL advertising legal team and worked with AOL's privacy team to promote and develop responsible use and collection of data, and ensure compliance with the industry's self-regulatory programs.

Before joining AOL in 2004, Leigh worked at K&L Gates and on Capitol Hill with Rep. Fred Upton from her home state of Michigan.

Leigh holds an undergraduate degree in political science from Kalamazoo College and a J.D. from Georgetown University. She is an active participant in several industry organizations devoted to compliance with key regulatory initiatives and principles, including the Interactive Advertising Bureau (IAB) and Digital Advertising Alliance (DAA).



Rod Ghaemmaghami

Counsel, Compliance & Policy, Network Advertising Initiative

As Counsel, Compliance & Policy, Rod Ghaemmaghami conducts compliance reviews for the NAI and brings public policy knowledge and strategic policy engagement experience to the organization.

Before joining the NAI, Rod worked on the Public Policy team at Facebook focusing on privacy, supporting executives in their global policy engagement, and interfacing with international organizations. Rod's previous experience includes working for the Senior Privacy Advisor at the White House, at Harvard University's Berkman-Klein Center, and at the Federal Communications Commission.

Rod holds a J.D. from George Washington University Law School and a B.A. in English from University of California, Berkeley. He is admitted to the District of Columbia bar.



Stacey Gray

Senior Policy Counsel, Future of Privacy Forum

Stacey Gray, CIPP/US, is a Senior Policy Counsel at the Future of Privacy Forum (FPF), focusing on issues of data collection in online and mobile platforms, Ad Tech, and the Internet of Things. At FPF,

she has worked on FCC and FTC public filings, and publishes extensive work related to cross-device tracking, Smart Home technologies, and federal regulation and enforcement actions. Stacey graduated cum laude from Georgetown University Law Center in 2015, where she first worked in civil rights litigation as a law clerk for Victor M. Glasberg & Associates, and as a member of the civil rights division of the Institute for Public Representation. With a background in biotech and coding, Stacey is interested in the ways in which technology can be harnessed to advance civic knowledge and civil rights while safeguarding consumer privacy. Recent publications include "Cross-Device: Understanding the State of State Management" and "Always On: Privacy Implications of Microphone-Enabled Devices."

Continued

SPEAKERS (continued)



Meredith Halama

Partner, Perkins Coie

Meredith Halama is partner in Perkins Coie's Commercial Litigation Privacy & Security practice and co-chairs the firm's Ad Tech Privacy & Data Management Practice. Her practice focuses on privacy, advertising and marketing, and other consumer protection issues, with a particular emphasis on Interest-Based Advertising, mobile advertising, data monetization and related business practices. Meredith counsels a broad range of companies, including technology companies, retailers, and publishers, on privacy and consumer protection issues and serves as a leading authority on online and mobile advertising practices.

In addition to her counseling practice, Meredith represents companies in regulatory investigations before the Federal Trade Commission, state attorneys general and self-regulatory bodies. She also drafts privacy policies, online terms and conditions, and other consumer-facing disclosures. Meredith also regularly drafts and negotiates commercial agreements related to the collection, use and sharing of user data.

Meredith is a proud alum of the NAI, having served as Deputy General Counsel and Director of Compliance prior to joining Perkins.



Travis Hall

Telecommunications Policy Specialist, National Telecommunications and Information Administration

Dr. Travis Hall is a Telecommunications Policy Specialist for the National Telecommunications and Information Administration's Office of Policy and Development, focusing on Surveillance and Consumer Privacy. His portfolio includes IoT, UAS, and Blockchain, and has been staff lead on the Department's consumer privacy Request for Comment, Internet of Things green paper, and two privacy multistakeholder processes. He has a PhD from the Department of Media, Culture and Communication from New York University, and his dissertation research focused on the cultural contexts and histories of state identification programs, specifically those that use bodies as the media of identity (biometrics, tattoos). He has acted as a consultant for advocacy groups, academic institutes, and private companies on the technical and policy details of identification and the potential impacts of these technologies on privacy rights. Before joining the Department of Commerce, Travis taught at American University and was a research fellow at the Humboldt Institute for Internet and Society in Berlin, Germany. He received his MA in International Communications and BA in International Relations from American University.



Jim Halpert

Partner, DLA Piper

Jim Halpert advises clients regarding compliance and risk management strategies for transactions relating to transnational, federal and state security and privacy regulations, industry best practices and self-regulatory initiatives, and has represented clients in major security and privacy cases in the federal courts and before the Federal Trade Commission.

Jim represents companies on a broad range of data management issues, including cyber and data security, cloud agreements, managing privacy class action risks, trans-national data flows, navigating difficult conflicts between foreign privacy laws and US compliance obligations, regulation of advertising and marketing practices, healthcare and financial privacy, children's and student privacy, privacy regulation of communications media, employee data, due diligence in sales of corporate assets, records management and responses to government surveillance requests. He has extensive experience with European, Asian, and Latin American privacy regimes, and regularly leads teams across DLA Piper's global network advising on complex international security and privacy matters.



Stu Ingis

Chairman, Venable

Stu Ingis is chairman of Venable and co-chair of the eCommerce, Privacy, and Cybersecurity Group. Stu is a nationally recognized attorney who has earned a reputation among peers and the industry as a thought leader in crisis management, privacy, marketing, advertising, consumer protection, eCommerce, and Internet law. Stu's leadership in developing cutting-edge industry self-regulation and coalition building has placed him at the forefront of privacy and data security regulation and public policy. Clients rely on him as a trusted voice, confidant, and advocate before Congress, the Federal Trade Commission, state attorneys general, and other federal and state agencies.

Continued

SPEAKERS (continued)



Julie Karasik

Technologist, Network Advertising Initiative

As the Technologist at the NAI, Julie Karasik is an integral member of the compliance team. Julie works with NAI's nearly 100 member companies in integrating their opt-out mechanisms into the central NAI consumer opt-out tool. She also performs monitoring to ensure that the opt-out process is working smoothly for consumers across all participating member networks, and assists members in diagnosing and fixing any problems related to this essential function. She also directly assists consumers with opt-out issues.

Julie's wide ranging technology background makes her well-qualified to take on the responsibilities of NAI's industry-leading compliance team. Her background includes coding in JS, PHP, Perl and more. In addition, during her career, she has managed servers and databases; managed developers; and directed web design. Prior to joining NAI, Julie served as an Advisor to PLOW, a social content platform startup.

Julie received a Bachelor of Science from Cornell University, where she was pre-med before deciding to pursue her passion for technology.



Gary Kibel

Partner, Davis & Gilbert

Gary A. Kibel is a partner in the Digital Media, Technology & Privacy; Intellectual Property and Advertising, Marketing & Promotions Practice Groups of Davis & Gilbert. Mr. Kibel regularly counsels clients with respect to new media/advertising law; privacy and data security; and information technology matters.

Mr. Kibel advises interactive companies, advertising agencies, media providers and other commercial entities regarding transactions for interactive advertising, behavioral advertising, social media, programmatic media buying, mobile marketing, affiliate marketing, data collection and usage, and other emerging products and services. He also serves as General Counsel to the Performance Marketing Association.

Mr. Kibel is a Certified Information Privacy Professional (CIPP) and advises clients in many industries regarding privacy and data security issues, including, internal information security policies, contractual obligations and requirements, security breaches and incident responses, audits, cross-border data transfers and other matters in connection with an organization's collection, storage and use of data in all aspects of its business. Mr. Kibel has been identified as a "Recognized Practitioner" in the area of privacy & data security by Chambers USA: America's

Continued

Leading Lawyers for Business (2015–2018). In addition, he has been recognized by The Legal 500 United States in the area of cyber law: data privacy and protection for seven consecutive years (2012–2018).

Mr. Kibel counsels both providers of information technology services and customers for such products and services regarding complex technology and intellectual property issues such as software and content licensing, enterprise technology implementations, consulting services, independent contractor relationships, outsourcing and development projects.

Prior to becoming an attorney, Mr. Kibel was an information systems analyst in the Investment Banking Division of Merrill Lynch & Co.



Ted Lazarus

Director, Legal, Google

Ted Lazarus, CIPP/US, is a Director of Google's legal department, where he leads a global team of attorneys responsible for Google's advertising platforms, including Google Marketing Platform, Google Ad Manager, YouTube, Ad Exchange, AdSense, and Google Analytics. Ted advises Google's Product, Engineering, and business teams on a wide array of privacy, product development, and regulatory issues. He regularly represents Google in commercial transactions related to its advertising programs, including negotiating some of the company's most significant display advertising agreements with global advertising agencies and Fortune 500 companies. Ted has managed several of Google's largest, most complex post-acquisition integration efforts, including DoubleClick, AdMob, and AdMeld.

He serves on the Board of Directors of the Network Advertising Initiative, the Media Law Resource Center and Common Cause NY. He is a member of the National Council of the World Wildlife Fund.

Prior to joining Google, Ted served as Deputy General Counsel of DoubleClick. Prior to that, he was a litigation associate with Covington & Burling LLP. Ted served as a law clerk for U.S. District Judge Nicholas Garaufis (E.D.N.Y.).

He holds a J.D. from Columbia Law School, where he earned James Kent and Harlan Fiske Stone scholar honors, and a B.A., magna cum laude, from Amherst College.

Continued

SPEAKERS (continued)



David LeDuc

Vice-President Public Policy, Network Advertising Initiative

David is the Vice President of Public Policy at the Network Advertising Initiative (NAI), the leading self-regulatory association for the third-party advertising industry. In this position, David works closely with member companies and represents the industry to promote a strong and responsible Ad Tech industry. David is a veteran of IT and public affairs, with extensive experience representing technology companies before the United States Congress, federal regulatory agencies, and state legislatures. Prior to joining the NAI, David was the Senior Director for Public Policy at the Software & Information Industry Association, where he led the Association's technology policy efforts for more than 15 years across a wide range of IT issues such as data privacy and security, cybersecurity, digital platform responsibility, and open data standards.



William Lee

Technology & Policy Analyst, Network Advertising Initiative

As Technology & Policy Analyst, William Lee is an integral member of both the NAI's policy and technical teams. William compiles policy updates for NAI member companies; educates consumers, policy-makers, and regulators about digital advertising; and contributes to internal policy and technical working groups. William has a keen interest in machine learning and writing code. He utilizes these skills developing technical tools for monitoring NAI member companies' compliance with the NAI Code of Conduct.

Prior to joining the NAI, William served as Policy Analyst Intern for the global public policy team of Access Partnership in their Washington, D.C. office, where he originally discovered his passion for both technology and policy. Originally from the UK, William received a B.A. in Geography from the University of Durham, where he completed a research project on government transport policy in South Africa.



François Lhémercy

Vice-President Regulatory Affairs, Criteo

François Lhémercy joined Criteo in July 2018, as Vice-President of Regulatory Affairs, leading a team of Public Affairs and privacy experts.

Prior to joining Criteo, François worked for Microsoft for 17 years where he started as Legal Director in France and then served as Director of Strategic Affairs. He was then promoted to Legal Director of Consumer Products and Online Services EMEA in 2006. In 2012, he moved to policy activities and was asked to set up and lead Microsoft's EMEA Policy team.

Before his time at Microsoft, François was involved in the development of the French start-up Netarget as Vice-President Legal & Corporate Communications. He previously worked as Regional Counsel for Procter & Gamble.

François is admitted to the Paris Bar. He holds a Master's in International Business Law from the University of Tours, and an LLM in International Business Legal Studies from the University of Exeter.

François is also an external lecturer at ESSEC and Paris-Sorbonne University. He has been French Foreign Trade Advisor towards the EU since 2016.



Matthias Matthiesen

Senior Privacy Counsel, Quantcast

Matthias is Senior Privacy Counsel at Quantcast managing compliance with global privacy laws, and self-regulatory codes and guidance. Prior to joining Quantcast, Matthias spent four years at the Interactive Advertising Bureau (IAB) Europe, where he managed privacy policy advocacy, and led industry efforts to comply with EU privacy and data protection law through active regulatory engagement, the development of guidelines, best practices, and the IAB Europe Transparency and Consent Framework.

Matthias holds a Master of Laws (LL.M.) from Maastricht University in the Netherlands and is a Certified Information Privacy Professional/Europe (CIPP/E).



Anthony Matyjaszewski

*Vice President, Compliance and Membership,
Network Advertising Initiative*

As Vice President, Compliance and Membership, Anthony Matyjaszewski leads the NAI team in conducting the NAI's annual compliance reviews of member companies, and manages the team in reviews and onboarding of new members. Anthony also oversees the drafting of updates to the NAI Code of Conduct and Guidance Documents, along with the NAI Board of Directors, culminating most recently in the publication of the 2020 NAI Code of Conduct. Prior to joining the NAI, Anthony researched and wrote about the issues at the intersection of law and technology. He has clerked at both the NAI and the International Association of Privacy Professionals (IAPP). Before pursuing his legal career, Anthony managed customer relations at an international travel company, where he played a key role in the transition from an offline to an online business model, focusing on data protection, web and email integration, and the implementation of an intuitive and customer friendly user interface.

Continued

SPEAKERS (continued)

He received his B.A. cum laude in Psychology from the University of Maine at Farmington, where he was a member of the Psi Chi Honor Society. Anthony earned his J.D. cum laude from the University of Maine School of Law. Anthony is a Certified Information Privacy Professional and is fluent in English, French, and Polish.



Sheila A. Millar

Partner, Keller and Heckman LLP

Sheila A. Millar is a partner at Keller and Heckman LLP, where she represents businesses and trade associations on a variety of public policy and regulatory issues, including privacy, data security, cybersecurity and advertising matters, as well as product safety issues. She has been involved in a variety of audit and compliance projects, including, among other issues, privacy and data security audits, and is experienced in providing crisis management legal support to a variety of national and international companies and associations.

Ms. Millar is a frequent speaker on regulatory and public policy matters, and has authored many articles. Ms. Millar is one of the vice chairs of the International Chamber of Commerce (ICC) Marketing and Advertising Commission, and chair of its Working Group on Sustainability, where she spearheaded the development of the ICC Framework Guides on Environmental Marketing Claims.

Ms. Millar is AV[®] Preeminent™ Rated by Martindale-Hubbell and for the eighth consecutive year was selected by her peers for inclusion in The Best Lawyers in America[®] 2018 for her work in practicing Advertising Law. She has also received the distinguished honor of Advertising Law “Lawyer of the Year” 2014 in Washington, DC by Best Lawyers[®], and was awarded Advertising and Marketing Lawyer of the Year USA by Finance Monthly for their Finance Monthly Global Awards 2017.



Doug Miller

Vice President, Global Privacy and Trust, Verizon Media

Doug Miller is Vice President, Global Privacy and Trust at Verizon Media, formerly known as Oath Inc. (the amalgamation of Yahoo and AOL). He has been a privacy professional for over twenty years and has led privacy at AOL since 2008. He now leads privacy professionals from the legacy AOL and legacy Yahoo privacy teams spearheading privacy strategy, practice, and compliance across the 50+ global brands under Oath. He also serves as Board Chair of the Network Advertising Initiative.



Jordan Mitchell

SVP, Membership and Operations, IAB Tech Lab

Jordan Mitchell is Senior Vice President of Membership and Operations at IAB Tech Lab, a global member community developing foundational technology and standards for growth and trust in the digital media ecosystem. He was CEO of DigiTrust, a non-profit industry consortium which IAB Tech Lab acquired in 2018. DigiTrust is the only truly neutral, standardized identifier designed to offer a privacy-safe bridge from first-parties to the third-party ecosystem. Jordan co-founded DigiTrust while serving as Vice President of Product at Rubicon Project, where he spent 7 years. Prior to that, he was founder and CEO of audience data company Others Online, which he sold to Rubicon Project. Jordan is an expert in audience identity and data systems, with over 15 years of related experience within the converging areas of consumer identity, data, privacy, and digital advertising. Jordan received his BA in Accounting from Michigan State University, and resides in Kirkland, Washington.



Ionel Naftanaila

Director of Programme Development, EDAA

Ionel Naftanaila is EDAA's Director of Programme Development. He worked for the EDAA since before its incorporation in 2012 and has played a key role in setting up and shaping the European Self-Regulatory Programme. His main responsibilities at the EDAA currently include strategic support to the governing associations with regard to the programme's development, orchestrating the technology's moving parts, and coordinating the businesses, international partners, and self-regulatory organisations across Europe.



Matthew Nichols

*Senior Counsel, Compliance & Policy,
Network Advertising Initiative*

As Senior Counsel, Compliance & Policy, Matthew Nichols supports the NAI's annual compliance reviews of member companies and, along with the VP of Compliance & Membership Development, leads the management of onboarding new members. In addition, Matthew supports the NAI's international efforts to build relationships with other industry trade associations in order to promote and strengthen the value of NAI membership.

Prior to joining the NAI, Matthew worked with the Cybersecurity & Privacy team at PWC where he helped clients manage their risk by supporting the design

Continued

SPEAKERS (continued)

and assessment of privacy and cybersecurity programs. This support included the implementation and review of policies, procedures, training material, and other program components, as well as the controls to support these programs. He also conducted data inventories for a variety of Fortune 500 multinational organizations and performed extensive privacy notice and contract reviews for organizations across varying sectors. While in law school, Matthew interned at the NAI, CVS (under the Chief Privacy Officer), the International Association of Privacy Professionals (IAPP), and the Future of Privacy Forum (FPF).

Matthew holds a J.D. from the University of Maine School of Law and a B.A. in philosophy from the University of Maine at Farmington. Matthew is admitted to the Massachusetts bar and is CIPP/U.S. certified.



Matt Novick

Chief Operating Officer, PlaceIQ

Matt serves as Chief Operating Officer of PlaceIQ, with over 10 years of advertising and marketing technology experience. Prior to joining PlaceIQ, Matt served as CFO of Persado, and was tasked with moving the entire management of the company to the United States from Europe, and out of the umbrella of Upstream Mobile Marketing. Before joining Persado, Matt served as CFO – including a stint as Interim CEO – of Magnetic Media after initially joining the team as VP of finance and operations.

Matt got his advertising start serving in both the finance and sales operations organizations at AOL. While at AOL, Matt held numerous positions where he was charged with everything from analyzing sell-through rates and CPMs to organizing sales expenditures and revenue. Before AOL, Matt worked as a business consultant at IBM in the government projects group. Matt received his MBA in finance from NYU's Stern School of Business and his BA in economics from The George Washington University.



Colin O'Malley

Founder, Lucid Privacy Group

Colin is a veteran privacy technologist and entrepreneur, currently serving as Founder and Principal of The Lucid Privacy Group, and Founder and CEO of PLOW, a content curation platform. Colin was a Co-Founder and Chief Strategy Officer of Ghostery, where he lead product strategy and global policy throughout it's formative years. He was previously VP of Strategic Partnerships & Programs at TRUSTe, and part of the executive team that lead the transition of the then trade association into a commercial enterprise with its first round of funding from Accel Partners.

O'Malley is a published author and has a BS in economics and human and organizational development from Vanderbilt University.



Danny Sepulveda

Vice President, Global Government Relations, MediaMath

Daniel A. Sepulveda is the Vice President for Global Government Relations for MediaMath, a multinational advertising and marketing technology company. In this capacity he represents MediaMath in public forums, before government officials and agencies, in industry associations, and in dialogues with consumer organizations and civil society on issues relating to technology and the digital economy. He also works with teams across the company to put consumer interests first in our products and services.

Sepulveda served in the Obama Administration at the State Department as Ambassador and Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy from March 2013 – January 2017. Prior to joining the State Department, Sepulveda served as a Senior Advisor to Senator John Kerry from 2009 – 2013 working on technology, telecommunications, trade, and economics. From 2004–2008 Sepulveda was a senior legislative aide to then-Senator Barack Obama on the same issues and also advised his presidential campaign.

Before joining Senator Obama's office, Sepulveda worked for Senator Barbara Boxer, a member of the Senate Commerce Committee. Additional prior work experience includes service during the Clinton Administration at the U.S. Department of Labor and at the National Council of La Raza (NCLR). Mr. Sepulveda received a Master of Public Affairs from the Lindon B. Johnson School of Public Affairs at the University of Texas at Austin as a Woodrow Wilson Fellow in Public Policy and International Affairs and holds Bachelor of Arts in Political Science and History from Emory University



Julia Shullman

VP & Chief Privacy Counsel, AppNexus, a Xandr Company

As Chief Privacy Counsel, Julia Shullman oversees AppNexus' global privacy work, advising all internal teams on the development of policies, products, and partnerships in compliance with global data protection laws and industry self-regulation and best practices. She represents AppNexus as a member of the Board of the Network Advertising Initiative and in various IAB working groups, including as Chair of the Steering Group for the IAB Europe Transparency and Consent Framework. Julia joined AppNexus in May 2014

Continued

SPEAKERS (continued)

as the lead attorney for AppNexus' engagement on strategic sell-side commercial and product initiatives. Before AppNexus, Julia worked at UBM, a British information company where her practice focused on mergers & acquisitions and commercial matters. Prior to UBM, she was an associate at Latham & Watkins where she advised clients on mergers and acquisitions and corporate matters.

Julia received a B.A. in Political Science and Psychology from Georgetown University and a J.D. from Columbia Law School.



Shane Wiley

Chief Privacy Officer, Cuebiq

With almost 30 years of experience in software engineering, product management, and policy related responsibilities, Shane is a recognized leader in developing sound policy solutions to cutting edge technology challenges. As Chief Privacy Officer, Shane architects Cuebiq's commitment to being a thought-leader in precise location privacy – leveraging user data rights and consent driven frameworks across mobile platforms and applying differential privacy concepts to collected data while continuing to maximize business value.

Prior to joining Cuebiq, Shane was Vice President of Privacy at Oath and also led the Privacy and Data Governance team at Yahoo for 14 years supporting over 1.4 billion users across hundreds of products, services, and platforms in over 80 markets in 40+ languages operating across PC, mobile devices, and cutting-edge consumer electronics. Mr. Wiley received his undergraduate education at Embry-Riddle Aeronautical University – B.S. Aerospace Engineering and is a Certified International Privacy Professional.

