

PRIVACY LAW SCHOLARS CONFERENCE



GW LAW SCHOOL - BERKELEY LAW

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The 5th Annual Privacy Law Scholars Conference June 7-8, 2012

Hosted by the George Washington University Law School
at the Marvin Center, Washington, DC



The George Washington University Law School and **Berkeley Law School** will be holding the fifth annual Privacy Law Scholars Conference (PLSC) on **June 7-8, 2012**. The PLSC aims to assemble a wide array of privacy law scholars and practitioners from around the world to discuss current issues and foster greater connections between academia and practice. It will bring together privacy law scholars, privacy scholars from other disciplines (economics, philosophy, political science, computer science), and practitioners (industry, legal, advocacy, and government). Our goal is to enhance ties within the privacy law community and to facilitate dialogue between the different parts of that community (academy, government, industry, and public interest).

The PLSC is an annual event, alternating between Berkeley and GW Law Schools. Click below for the websites of:

[1st Annual PLSC of 2008](#), held at GW Law School on June 12-13, 2008.

[2nd Annual PLSC of 2009](#), held at Berkeley Law School on June 4-5, 2009.

[3rd Annual PLSC of 2010](#), held at GW Law School on June 3-4, 2010.

[4th Annual PLSC of 2011](#), held at Berkeley Law School on June 2-3, 2011.

Hosts: The GW Law School and the Berkeley Center for Law & Technology.

Organizers: [Daniel J. Solove](#) and [Chris Hoofnagle](#)

Participants: A list of participants is below.

Schedule: See below.

Location:

[George Washington University Marvin Center](#)

800 21st Street Northwest
Washington, DC 20052-0029
(202) 994-7470

Hotel Accommodations: We have negotiated a special rate at the Ritz-Carlton for \$299/night. The hotel is nearby GW University's Marvin Center, where the conference will be held. The hotel is about a 5 minute walk to the Marvin Center.

The Ritz-Carlton, Washington, D.C.
1150 22nd Street, NW
Washington, DC 20037

Please book by May 18th in order to receive the special rate.

To book online:

www.ritzcarlton.com/washingtondc

Group Code: WULWULA

If you want to call to reserve, please call 1-800-241-3333.

PRE-CONFERENCE RECEPTION ON JUNE 6, 2012

Microsoft has invited you (and your spouses/partners) to a pre-PLSC reception at the company's new offices, located at 901 K St. NW, Washington DC. 20001. Microsoft is on the 11th floor. The reception will include members DC privacy stakeholder community. The reception is from **6 PM - 8 PM on Wednesday, June 6th**. There will be a happy hour buffet with wine and beer. Please RSVP to: dcrsvp@microsoft.com

DINNER RECEPTION ON JUNE 7, 2012

Metropolitan Club of the City of Washington
1700 H Street, NW

Cocktails: 6 PM

Dinner: 7 PM

(Located 5 minutes walking distance from GW Law School)

DRESS CODE: The dress code requires wearing a suit, jacket or blazer and neck tie for men and commensurate attire for women.

SPONSORS

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The organizers of this conference thank the following sponsors their generous support:



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PAPERS & SCHEDULE

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Paper titles, authors, and abstracts are listed in the schedule below. There will be 6 concurrent workshop session time slots, with 8 papers being workshopped concurrently during each time slot.

Because we have so many participants this year, 6 papers will be chosen for encore sessions. Prior to PLSC, we'll ask you to vote on which paper should we workshopped twice.

Prior to the conference, please select the workshop you want to attend (A, B, C, D, E, F, G, or H) for each of the 8 time slots below.

Please select and download the papers for the workshops you wish to attend.

[CLICK HERE FOR THE ABSTRACTS](#)**IAPP Privacy Scholarship Award**

We are delighted to announce the winners of the IAPP Privacy Scholarship Award:

* Alessandro Acquisti & Christina Fong, *Will Johnny Facebook Get a Job? An Experiment in Hiring Discrimination via Online Social Networks*

* Ira Rubinstein & Nathan Good, *Privacy by Design: A Counterfactual Analysis of Google and Facebook Privacy Incidents*

THURSDAY, JUNE 7

8:00 AM to 9:15 AM Breakfast (Grand Ballroom)

9:15 AM to 10:30 AM Workshop Session #1

	PAPER	COMMENTATOR	LOCATION
A	Colin J. Bennett & Deirdre K. Mulligan, Codes for Codes of Conduct: International Lessons for US Privacy Policy	Robert Gellman	Grand Ballroom
B	Woodrow Hartzog, The Life, Death, and Revival of Implied Confidentiality	Patricia Abril	308
C	Meg Leta Ambrose, It's About Time: Privacy, Information Life Cycles, and the Right to be Forgotten	Stephen Lau	301
D	Michael Froomkin, Lessons Learned Too Well	Jordan Kovnot	310
E	Kirsty Hughes, A Behavioural Understanding of Privacy and its Implications for Privacy Law	Bruce Boyden	302
F	Pedro Giovanni Leon, Justin Cranshaw, Lorrie Faith Cranor, Jim Graves, Manoj Hastak, Blase Ur and Guzi Xu, Noticing the Notice and Understanding What it Means	Mary Culnan	307
G	Clare Sullivan, Digital Identity and Privacy	Bryan Choi	311
ENCORE	Jules Polonetsky & Omer Tene, Exposing Big Data: There is an App for That	Bryan Cunningham	Continental Ballroom

10:30 AM to 11 AM Break

11:00 AM to 12:15 PM Workshop Session #2

	PAPER	COMMENTATOR	LOCATION
A	Nick Doty & Deirdre Mulligan, The Technical Standard-Setting Process and Regulating Internet Privacy: A Case Study of Do Not Track	Jon Peha	308
B	Neil Richards, Social Reading and Intellectual Privacy	Tommy Crocker	Grand Ballroom
C	Chris Jay Hoofnagle & Jan Whittington, The Price of "Free"	David Medine	310
D	Andrew Selbst, Contextual Expectations of Privacy	James Grimmelman	301
E	Torin Monahan & Priscilla M. Regan, Fusion Centers Information Sharing: Revisiting Reliance on Suspicious Activity Reports	Ron Lee	302
F	Jennifer King, How Come I'm Allowing Strangers to Go Through My Phone?": Smart Phones and Privacy Expectations	Scott Peppet	307
G	Scott Mulligan and Alexandra Grossman, SOPA, PIPA, HADOPI and Privacy, the Alphabet Soup Experience: What America Might (or Might Not) Learn from the Europeans About Protecting Consumers' Privacy and Internet Freedom from Intrusive Monitoring by Third Parties (and the Government)	Jason Schultz	311
ENCORE	Ira Rubinstein & Nathan Good, Privacy by Design: A Counterfactual Analysis of Google and Facebook Privacy Incidents	Danny Weitzner	Continental Ballroom

12:15 PM to 1:45 PM Lunch (Grand Ballroom)**1:45 PM to 2:00 PM Voting on IAPP Paper Award** (Grand Ballroom)**2:00 PM to 3:15 PM Workshop Session #3**

	PAPER	COMMENTATOR	LOCATION
A	Susan Freiwald & Sylvain M�telle, Simply More Privacy Protective: Law Enforcement Surveillance in Switzerland as Compared to in the United States	Stephen Henderson	301
B	Peter Swire, Backdoors	Orin Kerr	308

C	Laura Moy & Amanda Conley, Paying the Wealthy for Being Wealthy: The Hidden Costs of Behavioral Marketing	Marc Groman	302
D	Ian Kerr, Privacy and the Bad Man: Or, How I Got Lucky With Oliver Wendell Holmes Jr.	Tal Zarsky	307
E	William McGeeveran, The Law of Friction: Privacy and Consent in Social Media	Felix Wu	Grand Ballroom
F	Margot E. Kaminski, Real Masks and Anonymity: Comparing State Anti-Mask Laws to the Doe Anonymous Online Speech Standard	Ryan Calo	311
G	Alessandro Acquisti & Christina Fong, Will Johnny Facebook Get a Job? An Experiment in Hiring Discrimination via Online Social Networks	Robert Sprague	Continental Ballroom
ENCORE	Fred Stutzman & Woodrow Hartzog, Obscurity by Design	Katherine Strandberg	310

3:15 PM to 6:00 PM Free Time

6:00 PM to 7:00 PM Reception

7:00 PM Dinner

Location of Reception & Dinner:

Metropolitan Club of the City of Washington
1700 H Street, NW

(Located 5 minutes walking distance from GW Law School)

The club has been at its present site at 1700 H Street, NW, for more than one hundred years and will celebrate its sesquicentennial in 2013. As one of Washington's oldest and most valued private institutions, it has been a destination for many local, national and international leaders, including nearly every U.S. President since Abraham Lincoln. Since its founding in 1863, at the height of the Civil War, by six Treasury Department officials, it has pursued its primary goal of furthering "literary, mutual improvement, and social purposes."

Dress Code: The dress code requires wearing a suit, jacket or blazer and neck tie for men and commensurate attire for women.

FRIDAY, JUNE 8

8:00 AM to 9:00 AM Breakfast (Grand Ballroom)

9:00 AM to 10:15 AM Workshop Session #4

	PAPER	COMMENTATOR	LOCATION
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A	Dennis Hirsch, Dutch Treat? The Collaborative Dutch Approach to Privacy Regulation and the Lessons it Holds for U.S. Privacy	Nikolaus Peifer	301
B	Stuart Shapiro, Categorical Denial: Deconstructing Personally Identifiable Information	Lance Hoffman	308
C	Jules Polonetsky & Omer Tene, Exposing Big Data: There is an App for That	Ed Felten	Grand Ballroom
D	Charles Raab, Beyond the Privacy Paradigm: Implications for Regulating Surveillance	Julie Cohen	302
E	Danielle Citron, Hate 3.0	Rebecca Green	310
F	Jens Grossklags, Na Wang & Heng Xu: A Field Study of Social Applications' Data Practices and Authentication and Authorization	Ross Anderson	307
G	Laura K. Donohue, Technological Leap, Statutory Gap, and Constitutional Abyss: Remote Biometric Identification Comes of Age	Babak Siavoshi	311
ENCORE	Alessandro Acquisti & Christina Fong, Will Johnny Facebook Get a Job? An Experiment in Hiring Discrimination via Online Social Networks	Thomas Smedinghoff	Continental Ballroom

10:15 AM to 10:45 AM Break

10:45 AM to 12:00 PM Workshop Session #5

	PAPER	COMMENTATOR	LOCATION
A	David Thaw, Comparing Management-Based Regulation and Prescriptive Legislation: How to Improve Information Security	Derek Bambauer	301
B	Fred Stutzman & Woodrow Hartzog, Obscurity by Design	Travis Breaux	308
C	Richard Warner & Robert H. Sloan, Behavioral Advertising: From One-Sided Chicken to Informational Norms	Aaron Massey	302
D	Jane Yakowitz, The New Intrusion	Jon Mills	311
E	Paul Ohm, Branding Privacy	Deven Desai	Continental Ballroom
F	Wendy Seltzer, Privacy, Feedback, and Option Value	Michael Zimmer	307

G			
ENCORE	Neil Richards, Social Reading and Intellectual Privacy	danah boyd	310

12:00 PM to 12:50 PM Lunch (Grand Ballroom)

12:50 PM to 1:00 PM Remarks by Dean Paul Berman, GW Law School (Grand Ballroom)

1:00 PM to 2:00 PM Keynote by Jeff Jonas, IBM (Grand Ballroom)

2:00 PM to 3:15 PM Workshop Session #6

	PAPER	COMMENTATOR	LOCATION
A	Winston Maxwell & Christopher Wolf, The Global Reality of Governmental Access to Data in the Cloud	Nathan Sales	301
B	Cynthia Dwork & Deirdre K. Mulligan, Aligning Classification Systems with Social Values through Design	Joseph Turow	302
C	Ira Rubinstein & Nathan Good, Privacy by Design: A Counterfactual Analysis of Google and Facebook Privacy Incidents	Annie Anton	308
D	DISCUSSION: From Jones to Drones: How to Define Fourth Amendment Doctrine for Searches in Public	Kevin Bankston, Jim Dempsey, Greg Nojeim, Harley Geiger, Marcia Hofmann, Peter Swire & Babak Siavoshi	Continental Ballroom
E	Andrea M. Matwyshyn, Repossessing the Disembodied Self: Rolling Privacy and Secured Transactions	Diane Zimmerman	307
F			
G			
ENCORE	Michael Froomkin, Lessons Learned Too Well	Anne McKenna	310

3:30 PM Closing Remarks (Grand Ballroom)

PARTICIPANTS

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[Click here for bios of all participants.](#)

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Meg Leta Ambrose, University of Colorado

Marvin Ammori, New America Foundation

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