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9:00am

## Welcome

**Jamie Hine**

Senior Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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9:05am

## Opening Remarks

**Lina Khan**

Chair, Federal Trade Commission

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9:15am

## Panel 1: Economics

**Timo Müller-Tribbensee**, Goethe University Frankfurt: Paying for Privacy: Pay-or-Tracking Walls

**Sebastian Benthall**, New York University School of Law: Regulatory CI: Adaptively Regulating Privacy as Contextual Integrity

**Bernd Skiera**, Goethe University Frankfurt: Economic Impact of Opt-in versus Opt-out Requirements for Personal Data Usage: The Case of Apple's App Tracking Transparency (ATT)

**Moderators:** **Eric Spurlino**, Economist, Federal Trade Commission, Bureau of Economics; and **Tia Hutchinson**, Technologist, Federal Trade Commission, Division of Privacy and Identity Protection

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10:10am

## Panel 2: Consumer Attitudes/Behaviors

**Byron M. Lowens**, University of Michigan: Awareness, Intention, (In)Action: Individuals' Reactions to Data Breaches

**Monika Leszczyńska**, Columbia Law School: Defining the Boundaries of Marketing Influence: Public Perception and Unfair Trade Practices in the Digital Era

**Klaus M. Miller**, HEC Paris: Using the Dual-Privacy Framework to Understand Consumers' Perceived Privacy Violations Under Different Firm Practices in Online Advertising

**Moderators: Robin Rosen Spector**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection; and **Bhavna Changrani**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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11:05am

## Morning Break

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11:15am

## Morning Remarks

**Rebecca Kelly Slaughter**  
Commissioner, Federal Trade Commission

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11:25am

## Panel 3: Privacy Enhancing Technologies and Design Analysis

**Jane Im**, University of Michigan: Less is Not More: Improving Findability and Actionability of Privacy Controls for Online Behavioral Advertising

**Patrick Parham**, University of Maryland, College Park: Private Attributes: The Meanings and Mechanisms of "Privacy-Preserving" Adtech

**Sebastian Zimmeck**, Wesleyan University: Generalizable Active Privacy Choice: Designing a Graphical User Interface for Global Privacy Control

**Moderators: Ayesha Rasheed**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection; and **David Walko**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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12:20pm

## Lunch Break

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12:55pm

## Afternoon Remarks

**Alvaro Bedoya**

Commissioner, Federal Trade Commission

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1:05pm

## Panel 4: Health

**Hiba Laabadli**, Duke Kunshan University: "I Deleted It After the Overturn of Roe v. Wade": Understanding Women's Privacy Concerns Toward Period-Tracking Apps in the Post Roe v. Wade Era

**Ari B. Friedman**, University of Pennsylvania: A Nationally Representative Content Analysis of Hospital Website Privacy Policies

**Jesutofunmi Omiye**, Stanford University: Beyond the Hype: Large Language Models Propagate Race-Based Medicine

**Moderators: Elisa Jillson**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection; and **Crystal Grant**, Senior Technology Advisor, Federal Trade Commission, Office of Technology

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2:00pm

## Panel 5: Artificial Intelligence/Machine Learning

**Patrick Gage Kelley**, Google: "There will be less privacy, of course": How and Why People in 10 Countries Expect AI Will Affect Privacy in the Future

**Umar Iqbal**, Washington University in St. Louis: LLM Platform Security: Applying a Systematic Evaluation Framework to OpenAI's ChatGPT Plugins

**Batul Yawer**, Arizona State University: Reliability and Validity of a Widely-Available AI Tool for Assessment of Stress Based on Speech

**Moderators: Julia Horwitz**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection; and **Ronnie Solomon**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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2:55pm

## Afternoon Break

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3:05pm

## Panel 6: Mobile Device Security

**Abbas Acar**, formerly Florida International University, currently Harbor Labs: 50 Shades of Support: A Device-Centric Analysis of Android Security Updates

**Allan Lyons**, University of Calgary: Log: It's Big, It's Heavy, It's Filled with Personal Data! Measuring the Logging of Sensitive Information in the Android Ecosystem

**Sumanth Rao**, University of California, San Diego: No Privacy Among Spies: Assessing the Functionality and Insecurity of Consumer Android Spyware Apps

**Moderators: Madeleine Varner**, Senior Technology Advisor, Federal Trade Commission, Office of Technology; and **Andrew Hasty**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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4:00pm

## Panel 7: Deepfakes

**Mehrdad Saberi**, University of Maryland: Robustness of AI-Image Detectors: Fundamental Limits and Practical Attacks

**Yan Ju**, University at Buffalo, State University of New York: Improving Fairness in Deepfake Detection

**Moderators: Spencer Jackson-Kaye**, Attorney, Federal Trade Commission, Division of Advertising Practices; and **Leah Frazier**, Attorney, Federal Trade Commission, Division of Privacy and Identity Protection

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4:40pm

## Closing Remarks

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