



Law360 Mentions Kelley Drye & Warren Privacy Law Seminar

February 16, 2012

Kelley Drye & Warren's Privacy Law Seminar, "Privacy in 2012: What to Watch Regarding COPPA, Mobile Apps, and Evolving Law Enforcement and Public Policy Trends," was mentioned in the *Law360* article, "FTC To Weigh Public Concerns In Finalizing COPPA Rule." The article discusses the Federal Trade Commission's strategy toward developing proposed changes to the Children's Online Privacy Protection Act. The agency has pledged to carefully consider public input before issuing a final rule.

During the privacy seminar hosted by Kelley Drye & Warren LLP on February 16, Mamie Kresses, a senior attorney in the FTC Division of Advertising Practices, mentioned that there still may be room for tweaks to the proposal's most debated elements, including the definition of personally identifiable information and the mechanisms for gaining consent.