

# Understanding The Federal Trade Commission's Proposed Framework for Consumer Privacy Protection

The Knowledge Conference Webcast

Speaking Engagement

June 6, 2011  
Washington, DC  
Webcast

On June 6, 2011, partner Dana Rosenfeld was a speaker for The Knowledge Congress Live Webcast Series entitled "Understanding The Federal Trade Commission's Proposed Framework for Consumer Privacy Protection."

For the past few years, companies have used consumer information as a business tool for creating innovative products and services. But due to uncertainties in the responsible utilization of consumer data, the FTC has proposed a new framework to protect consumer privacy. If passed, the new framework will develop and implement best practices and self-regulatory privacy rules for commercial entities that collect, use, maintain, and share consumer information. It is vital that companies and their policymakers have a complete understanding of how the framework could impact their businesses and/or clients.

This webcast featured a panel of eminent thought leaders and key regulators who provided insight on the proposed framework and what it entails for businesses and their customers.

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