

Webinar and Live Program: Designing Notice and Consent for the Internet of Things

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On June 14, 2016 2-3pm (ET) please join the NAI, Kelley Drye and Federal Trade Commission Chief Technologist Lorrie Faith Cranor in exploring effective notice and consent options as industry moves toward data collection and use across the Internet of Things.

Dr. Cranor will present a taxonomy of notice options based on her research, including various forms of visual, audio and haptic notices. She will discuss the selection of effective notice and consent mechanisms suitable for a given system or device, particularly as companies are constrained by interfaces on mobile devices, wearables, and smart home devices. She will also describe ways to evaluate the effectiveness of a notice in the context in which it is used.

This event may be attended either live at the offices of Kelley Drye in Washington, D.C., or via webinar.

Please sign up for the live webinar [here](#) or RSVP to Noga Rosenthal at noga@networkadvertising.org if you plan to attend in person.