



## Web Conferences

Let us bring the experts to you. Get insights from privacy's top experts on managing today's most urgent and relevant privacy issues. From answering your questions about the ever-changing regulatory landscape to keeping you up to speed on the latest best practices, IAPP Web conferences are a convenient, cost-effective way to stay in the know about the latest privacy practices and trends. Ask questions and get immediate answers—all from the comfort of your own office or conference room.

### **COPPA Moving Forward: FTC Review Underway**

Broadcast Date: Thursday, June 10, 2010  
1 - 2:30 p.m. EDT

The Children's Online Privacy Protection Act (COPPA) Rule, adopted in 2000, was designed to give parents control over what information is collected from their children online and how that information may be used and shared. Over the last decade the need for such regulation has been underscored, and some elements of the rule are in need of a fresh look, prompting the FTC to engage in a comment period designed to accept input from stakeholders on whether to update the rule. Join us for a summary of recent Senate hearings and roundtable comments, take a closer look at the existing rule, and understand what practical consequences could emerge if certain industry and advocacy proposals for change are accepted and become law.

Speakers: **Mamie Kresses**, Senior Attorney, Division of Advertising Practices, Bureau of Consumer Protection, FTC  
**Shai Samet, CIPP**, Founder and President, kidSAFE Seal Program™ by Samet Privacy  
**Denise Tayloe**, Founder, President and CEO, Privo