



Conference on Empowering E-Consumers:
Strengthening Consumer Protection in the Internet Economy
Washington DC / 8-10 December 2009

Programme

www.oecd.org/ict/econsumerconference



Background

In follow-up to the 2008 OECD Ministerial Meeting on the Future of the Internet Economy, the OECD's Committee on Consumer Policy has initiated a review of the [1999 OECD Guidelines for Consumer Protection in the Context of Electronic Commerce](#). The project will examine the effectiveness of the Guidelines in OECD and non-member economies, exploring the opportunities and challenges faced by consumers in e-commerce.

The conference will bring senior government officials from OECD and non-member economies together with academics, representatives from the business, civil society and international organisations to examine how the Guidelines may need to be adapted or revised to address current and emerging issues.

The challenges and opportunities emerging with mobile commerce will be explored, as will issues related to consumer-driven content, consumer participation in the Internet economy, consumer rights and obligations associated to digital content products purchases, the protection of children on-line, the emergence of consumer to consumer e-commerce (C2C), dispute resolution, and law enforcement co-operation.

The discussion will be based on a [report](#) that identifies key trends and issues that require further attention from business and governments to strengthen consumer trust in the Internet economy.

Participate on-line

Ask the experts and express your opinion about e-commerce!

Prior to and throughout the event, the public is invited to ask questions to the panellists and vote for them [here via Google Moderator](#). Some of the most popular questions will be then submitted to the panellists. The public is also invited to follow us on the OECD ICT [Twitter](#) and [Facebook](#). When posting on the OECD Twitter, please use the keyword **#ecom**. Be creative and make your voice heard in Washington!

Watch us on-line!

This event will be webcast by the US [Federal Trade Commission](#).

About the OECD Committee on Consumer Policy

Consumers play a vital role in economies accounting for more 60% of the GDP of OECD countries. Consumers who know their rights and have the information to make meaningful choices when buying goods or services spur businesses to innovate and compete.

Governments have an important role to play in helping consumers understand their rights and protect their interests. The OECD aims to help governments around the world to design effective consumer policies by examining issues of mutual interest and supporting the development of principles which promote efficient, transparent and fair global markets for consumers.

The Committee is currently focusing on e-commerce, product safety, education, sustainable consumption, cross-border fraud and dispute resolution and redress issues. It has also been examining consumer economics, focusing on the new insights that work on consumer behavioural economics is providing. In addition to government officials from member countries, the Committee works closely with experts from civil society and the business community; non-member economies often take part in the Committee's work, as observers or on an *ad hoc* basis.

For more, see www.oecd.org/sti/consumer-policy or contact us at consumer.policy@oecd.org



Tuesday, 8 December 2009	
8:15-9:00	Registration
9:00 – 9:30	Opening remarks
	<p>Mr. Michael JENKIN, <i>Chairman, OECD Committee on Consumer Policy</i></p> <p>Mr. Jon LEIBOWITZ, <i>Chairman, US Federal Trade Commission</i></p> <p>Ambassador Karen KORNBLUH, <i>US Permanent Representative to the OECD</i></p>
9:30 – 10:30	<p>E-commerce trends and outlook: consumer aspects</p> <p>The Internet economy has grown dramatically since the 1999 OECD Guidelines for Consumer Protection in the Context of Electronic Commerce were adopted. It now provides a dynamic and collaborative platform, expanding commercial opportunities for business and consumers alike. In some sectors, such as computer hardware and software, entertainment (books, music, videos, and tickets), travel and tourism, and banking, e-commerce has grown significantly. In others, the impact of e-commerce is still relatively low. Geographically, e-commerce plays a much larger role in some countries than others.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • How has e-commerce (excluding B2B) evolved during the past 10 years globally and in different country and product markets? • What have been the principal factors driving development? • What explains the differences in the role that e-commerce is playing in different product sectors and in different countries? • What have been the principal obstacles in furthering development of e-commerce? • What specific factors are impeding expansion of cross-border transactions? • What do complaints data and market research tell us about conditions in e-commerce and what needs to be addressed to strengthen confidence in the platform? • How is e-commerce expected to change in the next several years? • What new technological and policy issues are emerging? What impact will mobile commerce have on markets?
Moderator	<p>Mr. Andrew WYCKOFF, <i>Director, Science, Technology and Industry Directorate, OECD</i></p> <p>Ms. Sucharita MULPURU, <i>Senior Analyst, Forrester Research</i></p> <p>Dr. Tae Hyun MOON, <i>Head, International Consumer Research, Korea Consumer Agency</i></p> <p>Mr. David MAIR, <i>Head of Unit, Directorate-General for Health and Consumers, European Commission</i></p> <p>Dr. Zhong LIU, <i>Associate Professor, School of Business Administration, Southwestern University of Finance and Economics (China)</i></p> <p>Mr. Yoshiaki TAKAHASHI, <i>Research Fellow, Economic and Social Research Institute (Japan)</i></p> <p>Prof. Luis MAGALHÃES, <i>President, Knowledge Society Agency - UMIC (Ministry of Science, Technology and Higher Education)(Portugal)</i></p>
10:30 – 1:00	<p>Promoting e-commerce: Role and effectiveness of international guidelines</p> <p>In 1999, OECD countries agreed to a set of guidelines to protect consumers who purchase products online. They were designed to ensure that consumers were no less protected when shopping online than when purchasing products from more traditional sources. The guidelines established a basic framework for governments and stakeholders that have since been supplemented with more specific guidelines on, cross-border fraud, dispute resolution and redress, privacy, and spam, and with policy guidance on mobile commerce, identity theft and communications services. In addition to the OECD guidelines, other international organisations have been carrying out related work on e-commerce.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • How effectively have the core principles in the 1999 Guidelines been implemented by stakeholders in



	<p>OECD countries and non-member economies?</p> <ul style="list-style-type: none"> • To what extent have these and subsequent OECD guidelines proved adequate? • Which areas need further attention? • How well do instruments being developed in other international fora complement the OECD guidelines? • How could international collaboration be improved?
Moderator	Mr. Michael JENKIN , <i>Chairman, OECD Committee on Consumer Policy</i>
Opening remarks	Mr. Ho YUL CHUNG , <i>Chairman of the Korean Fair Trade Commission (by video)</i>
PANEL I	<p>OECD GOVERNMENT EXPERIENCE</p> <p>Ms. Patricia RUIZ VELAZCO, <i>Deputy Director-General, Procuraduria Federal del Consumidor (PROFECO) (Mexico)</i></p> <p>Mr. Thierry SKONIENY, <i>Director, Center for Monitoring and Control of E-commerce (France)</i></p> <p>Mr. Mozelle THOMPSON, <i>Former Chair of OECD Committee on Consumer Policy</i></p> <p>Mr. Gianluca SEPE, <i>Senior Lawyer, Autorita Garante della Concorrenza e del Mercato (Italy)</i></p> <p>Ms. Andrea ROSEN, <i>Deputy Commissioner, Competition Bureau Canada</i></p>
PANEL II	<p>OTHER ORGANISATIONS AND PRIVATE SECTOR EXPERIENCE</p> <p>Ms. Cécile BARAYRE, <i>Economic Affairs Officer, ICT Analysis Section, Science, Technology and ICT Branch, United Nations Conference on Trade and Development (UNCTAD)</i></p> <p>Dr. Kernaghan WEBB, <i>Faculty of Business, Ryerson University (on behalf of ISO-COPOLCO)</i></p> <p>Ms. Ronnie L. GOLDBERG, <i>Executive Vice President and Senior Policy Officer, United States Council for International Business (USCIB)</i></p> <p>Dr. Mark COOPER, <i>Director of Research at Consumer Federation of America</i></p>
1:00 - 2:30	Lunch
2:30 – 3:50	<p>E-commerce regulatory frameworks</p> <p>The framework for e-commerce differs among countries. In addition to differences in substantive law, countries have different approaches toward regulation of the Internet economy. This can have implications not only for business, but for consumers – particularly those engaging in cross-border trade. Consumer rights and obligations, for example, can vary considerably from one jurisdiction to another.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • What are the principal differences in the approaches being used by governments to regulate e-commerce in their jurisdictions? • What implications do these differences have for consumers and business? • How can technical and legal barriers be lowered to facilitate cross-border e-commerce? • How can the Guidelines encourage more international cooperation and collaboration to address these different approaches?
Moderator	<p>Ms. Etelvina ANDREU SÁNCHEZ, <i>Director General for Consumer Affairs, Ministry of Health and Social Policy (Spain)</i></p> <p>Mr. Giuseppe ABBAMONTE, <i>Head of Unit, Consumer Contract and Marketing Law, Directorate-General for Health and Consumers, European Commission</i></p> <p>Dr. Hans SCHULTE-NÖLKE, <i>University of Osnabrück, Chair for Civil Law, European Private and Business Law, European Legal History, Germany</i></p> <p>Mr. Hugh STEVENSON, <i>Deputy Director, Office of International Affairs, US Federal Trade Commission</i></p> <p>Mr. Paul MISENER, <i>Vice President for Global Public Policy, Amazon.com</i></p> <p>Mr. Rich SAUER, <i>Associate General Counsel, Legal and Regulatory Affairs, Microsoft</i></p> <p>Mr. David WHITAKER, <i>Senior Counsel, Wells Fargo</i></p> <p>Ms. Anna FIELDER, <i>Consumer Policy and Public Affairs Advisor, Steering Committee Member, Civil</i></p>



	<i>Society Information Society Advisory Council to the OECD ICCP</i>
3:50 – 4:00	Coffee break
4:00 – 6:00	<p>B2C: Business as sellers– recent developments</p> <p>The 1999 Guidelines provide a basic framework for businesses engaging in e-commerce. They include provisions for (i) transparent and effective protection, (ii) fair business, advertising and marketing practices (iii) online disclosures, (iv) order confirmation, (v) payment, (vi) dispute resolution and redress, (vii) privacy and (viii) education and awareness. Since then, B2C commerce has evolved, with businesses seeking new ways to earn money from their Internet activities. At the same time, consumers are playing more inter-active, participative roles in markets.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • What new approaches are businesses using to exploit commercial opportunities on the Internet? • What new roles are consumers playing? • How adequate are the Guidelines in meeting challenges that are emerging as e-commerce develops? • How effective are the Guidelines, for example, in addressing new marketing strategies such as behavioural or targeted advertising? • How can payment protection be strengthened? How can non-regulatory obstacles to cross-border trade be addressed?
Moderator	Mr. Graham BRANTON , <i>Deputy Director, Consumer and Competition Policy, Department for Business, Innovation and Skills (United Kingdom)</i>
PANEL I	<p>OPPORTUNITIES FOR SELLERS</p> <p>Ms. Susanne CZECH, <i>Secretary General, European E-commerce and Mail Order Trade Association (EMOTA)</i></p> <p>Mr. Alastair TEMPEST, <i>Director General Public Affairs and Self-Regulation, International Federation of Direct Marketing (FEDMA)</i></p> <p>Mr. Tod COHEN, <i>Vice-President of Government Relations, eBay</i></p> <p>Ms. Jane HORVATH, <i>Senior Privacy Counsel, Google</i></p> <p>Mr. Alexandre NILO FONSECA, <i>President of the Portuguese e-Commerce and e-Marketing Association and Director-General of Marketing of Controlinveste Media</i></p>
PANEL II	<p>CONSUMER CHALLENGES</p> <p>Ms. Jill JOHNSTONE, <i>Director, International Policy Advocacy, Consumer Focus</i></p> <p>Ms. Maneesha MITHAL, <i>Associate Director, Division of Privacy and Identity Protection, Bureau of Consumer Protection, US Federal Trade Commission</i></p> <p>Prof. Mireille HILDEBRANDT, <i>Law Science Technology & Society (LSTS), Department of Metajuridica, Faculty of Law, Vrije Universiteit Brussel</i></p> <p>Mr. Giuseppe ABBAMONTE, <i>Head of Unit, Consumer Contract and Marketing Law, Directorate-General for Health and Consumers, European Commission</i></p>
6:00 - 8:00	Reception (<i>by invitation</i>)



Wednesday, 9 December 2009

8:30-9:00	Registration
9:00 – 9:30	Opening remarks
	<p>Mr. Gary LOCKE, <i>Secretary, US Department of Commerce</i></p> <p>Mr. Angel GURRÍA, <i>Secretary General, OECD</i></p>
9:30 – 10:40	<p>Mobile commerce</p> <p>When the 1999 Guidelines were adopted, mobile commerce was virtually non-existent; today, it is playing a growing, role in most OECD countries. With increased access to broadband and advances in mobile device technology, the situation could, however, evolve rapidly; consumers may soon be accessing the Internet more from mobile devices than PCs. As highlighted in the 2008 OECD Policy Guidance addressing emerging issues in mobile commerce, key consumer challenges include: (i) the difficulty for consumers to access full information about the products and transaction at offer due to mobile devices' small screens and limited storage capacity; (ii) the need to protect children from aggressive advertising, overconsumption and unauthorised access to personal data and (iii) in the case of complex chains of contracts, clear dispute resolution should be available to consumers; and (iv) ensuring adequate privacy and security.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • How adequately do the 1999 Guidelines address mobile commerce issues? • In what areas could the Guidelines be built upon or improved? • In what areas does mobile commerce expose consumers to increased risks? • Are consumers more vulnerable to fraudulent or unfair commercial practices? • What challenges is mobile-spam posing for consumers? • What role can governments play in enhancing consumer protection in mobile commerce?
Moderator	<p>Ms. Susan GRANT, <i>Director, Consumer Protection, Consumer Federation of America</i></p> <p>Ms. Marzena KISIELOWSKA-LIPMAN, <i>Senior Policy Advocate, Consumer Focus</i></p> <p>Ms. Kristine VAN DILLEN, <i>Director of the Industry Initiatives & Partnerships, Mobile Marketing Association</i></p> <p>Mr. Darren A. BOWIE, <i>Legal Director, North America, Nokia Inc.</i></p> <p>Mr. Yoshikazu KUMAGAI, <i>Director, Consumer Services Department, NTT Docomo, Inc. (by video)</i></p>
10:40 – 12:00	<p>C2C: Consumers as sellers</p> <p>Since the 1999 Guidelines were adopted, the traditional model of business-to-consumer transactions has grown to encompass a wider range of seller-consumer relationships. Individuals are increasingly using the Internet as a means to sell goods and services, through (i) their personal websites, (ii) email, (iii) auction sites and (iv) sites providing classified advertising services. The responsibilities and legal obligations of these individuals are not always clear, nor are those of the intermediaries that provide trading platforms. In the case of the latter, service providers often develop their own "terms of use" to govern use of the platforms, but, even if these rules and policies are enforced, there is some concern that consumers may not benefit from the same level of consumer protections when they trade with individuals as they are when trading with established firms.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • To what extent should the principles and rules governing B2C commerce be applied to C2C commerce? • What are the main challenges in this regard? • What role(s) can, or should, intermediaries play in C2C commerce? • What principles should govern their "terms of use"? • What role could, or should, governments play in deciding (i) how C2C commerce should be structured and (ii) what the responsibilities of consumers and intermediaries should be?
Moderator	<p>Ms. Philippa LAWSON, <i>Associate, Canadian Internet Policy & Public Interest Clinic</i></p> <p>Mr. Ho-Tae KIM, <i>Head of E-commerce Team, Korea Fair Trade Commission</i></p> <p>Prof. Mark MACCARTHY, <i>Communications, Culture & Technology, Georgetown University</i></p>



	<p>Mr. Carlos SANCHEZ-REYES, <i>President of the Spanish Organisation for Consumers and Users</i></p> <p>Ms. Renée PRESCOTT, <i>Australian Competition and Consumer Commission</i></p> <p>Ms. Senny Boone, <i>Senior Vice President, Corporate and Social Responsibility, DMA</i></p>
12:00 - 3:00	<p>Lunch (<i>by invitation</i>)</p> <hr/> <p>Keynote speech (1:30 - 2:00)</p> <p>Mr. John DONAHOE, <i>President and CEO, eBay, Inc.</i></p>
3:00 - 4:20	<p>Digital content products</p> <p>When the Guidelines were adopted in 1999, the range of digital content products that consumers could buy online was limited. Since then, in addition to providing a vehicle for promoting trade in physical items, the Internet has developed into an important means through which digital products, such as movies, books, software, information and a wide range of services, can be marketed, purchased, and delivered. These innovations have raised a wide range of issues regarding consumers' purchase and use of these products. There are basic consumer protection issues relating to disclosures about the product design and quality and the availability of redress, as well as more complex questions about the limitations on (and disclosures about) what consumers are legitimately entitled to do with products that they have purchased online. For example, many hardware manufacturers, publishers, and copyright holders have introduced digital management rights (DRM) systems to control how consumers access and use media and entertainment content; some music, for example, can only be heard on a limited range of devices or copied only a certain number of times. Also, consumers, at the time they purchase digital products, are not generally in position to know whether the sellers of such products have distribution rights, or are breaching copyright laws; this may be even more complicated in the case of cross-border trade when there are differences in the laws of the countries involved.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • What role are digital products playing in different markets, and how is the situation likely to evolve? • What specific consumer issues need to be addressed? • How should issues concerning business' disclosure obligations and consumers' use of digital products, for example, be dealt with? • How can the interests of consumers engaging in cross-border trade be protected? • How relevant are the 1999 Guidelines to trade in digital products? • In what areas might they need to be elaborated or strengthened?
Moderator	<p>Ms. Teresa M. SCHWARTZ, <i>Professor of Law Emeritus, George Washington University Law School</i></p> <p>Mr. Bjørn Erik THON, <i>Consumer Ombudsman (Norway)</i></p> <p>Ms. Sylvie FORBIN, <i>Director, Public and European Affairs, Vivendi</i></p> <p>Mr. Patrick ROSS, <i>Executive Director, Copyright Alliance</i></p> <p>Mr. Graham HENDERSON, <i>President, Canadian Recording Industry Association</i></p> <p>Mr. Eddan KATZ, <i>International Affairs Director, Electronic Frontier Foundation</i></p>
4:20 – 5:45	<p>The participative web: consumer-driven content in e-commerce</p> <p>Since the adoption of the OECD e-commerce Guidelines, the Internet has developed into a participative web that empowers users to contribute to developing, rating, collaborating and distributing Internet content and customizing Internet applications. As a result, the Internet is now a vehicle through which large numbers of consumers worldwide can share their experiences with goods and services through social networks, blogging and related exchanges and online consumer reviews. The recent emergence of specialised social shopping networks and review sites is a sign that the influence of the web, and consumers themselves, will only be increasing in this regard. As the participative web blurs traditional distinctions among businesses, consumers, and marketers, however, there are concerns about the transparency of and disclosures about web participants and their affiliations with products and services. There are also concerns about consumers' understanding of (i) how their personal information may be used by site operators and other commercial entities and (ii) the terms under which they (consumers) are using these sites.</p> <p>Additionally, the participative web has resulted in the creation of virtual good and services, as seen in virtual world and some social networking sites. It is not always clear how real world consumer protection laws apply in these environments.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • In what ways might the disclosure provisions of the 1999 Guidelines need to be strengthened?



	<ul style="list-style-type: none">• Should such provisions apply to parties that evaluate products in participative web settings, especially when the parties have ties to the companies that produce or sell the products? If so, how could this be assured?• How should consumer protection laws apply in the case of virtual goods and services?
Moderator	<p>Dr. Daniela BATTISTI, <i>Chair of the Working Party on the Information Economy to the OECD Committee for Information, Computer, and Communications Policy (ICCP)</i></p> <p>Prof. Michael GEIST, <i>Law Professor, University of Ottawa</i></p> <p>Mr. Mozelle THOMPSON, <i>Advisory Board, Facebook</i></p> <p>Mr. Adam MEDROS, <i>Vice President of Product, TripAdvisor</i></p> <p>Ms. Victoria GRAND, <i>Head of Communications and Community Policy, YouTube</i></p> <p>Mr. O Eun LEE, <i>Head of Government Relations, eBay Auction Co. Ltd., Korea</i></p> <p>Mr. Steven J. METALITZ, <i>Counsel to the US International Intellectual Property Alliance</i></p>



Thursday, 10 December 2009	
8:30-9:00	Registration
9:00-9:10	Announcement of US Federal Trade Commission's Report to Congress on Online Virtual Worlds
	<p>Ms. Mary K. ENGLE, <i>Associate Director, Division of Advertising Practices, US Federal Trade Commission</i></p> <p>The report is available here.</p>
9:10 – 10:10	<p>Protecting children on-line</p> <p>The 1999 Guidelines provide that businesses should "take special care" in marketing and advertising to children. Since then, the accessibility of the Internet and mobile commerce to a growing number of children, and their increasing use of them through computers and mobile devices, have raised new challenges for parents and businesses alike. Some parents and advocates are concerned that the Internet and m-commerce may expose children to commercial content intended only for adults, allow children to purchase unsuitable products, and facilitate overspending. Others are concerned about aggressive advertising that targets children and business practices that elicit personal information from children. In addition to these issues, some businesses may be concerned about inadequate age identification systems which make it difficult to determine whether buyers are minors.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • What new consumer protection challenges do developments in e-commerce and m-commerce raise for children and their parents (and other caregivers)? • What challenges do they raise for businesses? • What mechanisms exist to meet these challenges? In particular, what types of "special care" might be appropriate in marketing and advertising to children in e-commerce? • What are the responsibilities of Internet service providers, mobile operators, and vendors in this regard? • What roles should parents, caregivers, and children themselves play?
Moderator	<p>Ms. Stacy FEUER, <i>Assistant Director for International Consumer Protection, Office of International Affairs, US Federal Trade Commission</i></p> <p>Prof. Kathryn MONTGOMERY, <i>School of Communication, American University</i></p> <p>Ms. Sofia FERNANDEZ DE MESA, <i>Director, Corporate Reputation and Corporate Responsibility, Telefónica S.A.</i></p> <p>Mr. Michael W. MCKEEHAN, <i>Vice-President, Management and Technology Policy Issues, Verizon and Chairman of the Family Online Safety Institute (FOSI)</i></p> <p>Dr. Parry AFTAB, <i>Esquire, Executive Director of WiredSafety.org</i></p> <p>Ms. Paula HANNULA, <i>Legal Adviser, Department of Consumer Law, Consumer Agency & Consumer Ombudsman (Finland)</i></p> <p>Mr. Kazuhiro TAKASU, <i>Director for Developing an Environment of Youth Affairs, Cabinet Office (Japan)</i></p>
10:10- 12:40	<p>Accountability in e-commerce</p> <p>The 1999 Guidelines – and the OECD's 2003 Recommendation on cross-border fraud and the 2007 Recommendation on dispute resolution and redress– recognized that consumer laws, policies, and practices limiting fraudulent, misleading and unfair commercial conduct are "indispensable in building consumer confidence and establishing a more balanced relationship between businesses and consumers in commercial transactions." Since then, developments have reinforced the concept that increasing consumer trust is key to boosting e-commerce. Such trust will require that: (i) consumers have confidence in the parties that are selling products, (ii) there is adequate protection against fraudulent and misleading practices, (iii) mechanisms are in place to adequately resolve disputes when problems arise, (iv) enforcement efforts are robust and (v) cross-border issues can effectively be dealt with.</p> <p>Questions for discussion:</p>



	<ul style="list-style-type: none"> • What should governments do to achieve greater transparency with respect to the identities of sellers? • How can protection against fraudulent and misleading Internet commercial practices be improved? • What problems need to be addressed to ensure adequate consumer access to dispute resolution and redress mechanisms and enhance consumer confidence in such processes? • What can be done on the enforcement front to combat unfair or illegal commercial practices more effectively? • In which areas could cross-border enforcement co-operation be expanded? • How can the capacity of government and other stakeholder to address cross-border issues be strengthened?
PANEL I	GOVERNMENT APPROACHES
Moderator	<p>Mr. Francis AMAND, Deputy Director, Direction de la Concurrence, de la Consommation et de la Répression des Fraudes (DGCCRF) (France)</p> <p>Mr. Peter KELL, Deputy Chairman of the Australian Competition and Consumer Commission (by video)</p> <p>Mr. Peter VAN HERCK, DG Enforcement and Mediation, Internet Surveillance Unit, FPS Economy (Belgium)</p> <p>Mr. Noah CURTHOYS, Director of Strategy, Office of Fair Trading (United Kingdom)</p> <p>Mr. Tamas MOLNAR, Head of Unit, Enforcement and European Consumer Centres, Directorate-General for Health and Consumers, European Commission</p> <p>Mr. Kyung-Tae GU, Manager of Department of Consumer Disputes Settlement, Korea Consumer Agency</p> <p>Ms. Lois GREISMAN, Associate Director for Marketing Practices, Bureau of Consumer Protection, US Federal Trade Commission</p>
PANEL II	PRIVATE SECTOR AND ACADEMIC PERSPECTIVES
Moderator	<p>Ms. Maureen COONEY, Chief Privacy Officer and Vice President for Public Policy of TRUSTe</p> <p>Prof. Yoshihisa HAYAKAWA, Professor of Law, Rikkyo University (Japan)</p> <p>Ms. Marie-Françoise LE TALLEC, Forum des Droits de l'Internet</p> <p>Prof. Ching-Yi LIU, National Taiwan University and Commissioner, Consumer Protection Commission</p> <p>Mr. David HOFFMAN, Director of Security Policy and Global Privacy Officer, Intel</p>
12:40 – 2:00	Lunch
2:00 – 4:15	<p>Breakout groups</p> <p>Break-out groups will exchange views on how the issues raised in the sessions on e-commerce regulatory frameworks, B2C, mobile commerce, C2C, digital content products, the participative web, kids online and accountability in e-commerce could be addressed. The moderators for each of the sessions will lead the discussions, with the assistance of the panellists from each of the respective sessions.</p>
4:15 - 4:30	Coffee break
4:30 - 5:45	<p>Issues for future consideration</p> <p>Breakout groups' moderators report back about gaps and ideas for future work</p>
Moderator Discussants	<p>Mr. Michael JENKIN, Chairman, OECD Committee on Consumer Policy</p> <p>Ms. Susan GRANT, Director, Consumer Protection, Consumer Federation of America</p> <p>Mr. Joseph ALHADEFF, Vice President for Global Public Policy and Chief Privacy Officer, Oracle Corporation, and Chair ICCP Business and Industry Advisory Committee to the OECD</p> <p>Mr. Graham BRANTON, Deputy Director, Consumer and Competition Policy, Department for Business, Innovation and Skills (United Kingdom)</p> <p>Mr. Andrew WYCKOFF, Director, Science, Technology and Industry Directorate, OECD</p>