

**ARF**  
**TOWNHALL**  
**Research Ethics**  
**Partnered with GreenBook**

432 Park Ave. So., New York, NY

*Agenda*

1:00 – 1:15pm

**Registration & Networking**

1:15 – 1:30pm

**Opening Remarks**

Call for the establishment of a new set of industry standards to govern both research data collection and consumer protection.

**Scott McDonald, Ph.D.** – President & CEO, ARF

1:30 – 1:45pm

**Voice of the Consumer**

What are consumers' rights about approving the uses of their data?

**Allie Bohm** - Policy Counsel, Public Knowledge

1:45 – 2:00pm

**How Adequate Are Existing Privacy Policies for Research? A Meta-Analysis**

What responsibilities do researchers have in protecting consumers from harm that may come from misuse of their data?

**Paul Donato** – Chief Research Officer, ARF

2:00 – 2:15pm

**Fireside Chat about GDPR**

Emerging guidelines in the European Union.

**Ben Hoxie** – Director of Product Management, mParticle

**Scott McDonald, Ph.D.** – President & CEO, ARF

2:15 – 2:45pm

### **Industry Panel**

Input on code of conduct rules.

**Rick Bruner** – Vice-Chair, USA, I-COM

**Joanna Seddon** – President, Global Brand Consulting, Ogilvy & Mather

**Rolfe Swinton** – Director, Data Assets, GfK

**Tania Yuki** – Founder & CEO, Shareablee

Moderator:

**Paul Donato**, Chief Research Officer, ARF

2:45 – 3:25pm

### **Townhall**

Voice your input, make a difference.

3:25 - 3:30pm

Closing Remarks

**Scott McDonald, Ph.D.** – President & CEO, ARF