



NEWS

Federal Communications Commission
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See *MCI v. FCC*, 515 F.2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE:
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FCC ANNOUNCES AGENDA AND PANELISTS FOR FORUM ON HELPING CONSUMERS HARNESS THE POTENTIAL OF LOCATION-BASED SERVICES

WT Docket No. 11-84

Forum Date: June 28, 2011
Comments Due: July 8, 2011

(Washington, D.C.) – The Federal Communications Commission’s (FCC’s) Wireless Telecommunications Bureau (the Bureau) in consultation with Federal Trade Commission (FTC) staff will hold a public education forum featuring representatives of telecommunications carriers, technology companies, consumer advocacy groups and academia on June 28, 2011, exploring how consumers can be both smart and secure when realizing the benefits of location-based services (LBS). Topics will include: trends in LBS and how LBS works; benefits and risks of LBS; consumer DOs and DON’Ts; industry best practices; and what parents should know about location tracking when their children use mobile devices.

The event will be held from 9:00 a.m. to 3:00 p.m., at FCC Headquarters, 445 12th Street, SW, Washington DC, 20554. This session, as well as comments received in response to the Public Notice released on May,¹ will help to inform a forthcoming staff report on LBS.

AGENDA

Helping Consumers Harness the Potential of Location-Based Services

9:00 a.m. Welcome and Opening Remarks

- Rick Kaplan, Chief, Wireless Telecommunications Bureau

9:05 a.m. An Overview of Location-Based Services and Technologies

- Matt Blaze, Associate Professor, University of Pennsylvania

9:30 a.m. Panel 1: Trends in Location-Based Services

In this panel, carriers and application developers will discuss the types of Location-Based Services currently being offered, potential new Location-Based Services offerings that are in development, and general usage trends. In addition, the panel will discuss the business and technological interactions between carriers and application developers.

¹ See “FCC Staff To Host Forum Aimed at Helping Consumers Navigate Location-Based Services,” Public Notice, DA 11-857, WT Docket No. 11-84 (rel. May 17, 2011) (*Privacy Public Notice*).

Moderators:

- Edward Felten, Chief Technologist, Federal Trade Commission
- John Leibovitz, Deputy Bureau Chief, Wireless Telecommunications Bureau, Federal Communications Commission

Panelists:

- Alan Chapell, Chairman of the Mobile Marketing Association's Privacy and Preferences Committee and Founder of Chapell & Associates
- Kristi Crum, Executive Director – Consumer Solutions
Verizon Wireless
- Alan Davidson, Director of Public Policy for the Americas, Google Inc.
- Carter Griffin, General Partner, Udata Partners
- Tim Sparapani, Director of Public Policy, Facebook
- Brandt Squires, Consultant, Squirebend LLC (previously Director Livingsocial, Co-founder BuyYourFriendADrink.com)
- Jon Steinback, Director of Marketing, Foursquare Labs, Inc.

11:00 a.m. Break

11:15 a.m. Panel 2: Company-Based Approaches to Protect Privacy

Panelists will discuss measures the industry is taking to protect consumer privacy, establish industry best practices, and develop privacy-enhancing technologies. The panel will discuss the ways in which companies provide information about their privacy policies to consumers, such as the usage of consumer privacy notices and the type of information typically disclosed in these notices.

Moderators:

- Charles Mathias, Assistant Chief, Wireless Telecommunications Bureau
- Douglas Sicker, Chief Technologist, Federal Communications Commission

Panelists:

- Justin Brookman, Director, Project on Consumer Privacy, Center for Democracy and Technology
- Maureen Cooney, Deputy Chief Privacy Officer, Director of Office of Privacy, Sprint Nextel
- Lorrie Cranor, Associate Professor, Computer Science and Engineering and Public Policy, Carnegie Mellon University
- Ted Morgan, Founder and CEO, Skyhook Wireless
- Patti Poss, Counsel to the Director of the Bureau of Consumer Protection, Federal Trade Commission
- Scott Taylor, Chief Privacy Officer, Hewlett Packard

12:45 p.m. Break

1:15 p.m. Lunch Presentation by Chief Richard Price, San Ramon CA Fire Protection District

1:45 p.m. Panel 3: Protecting Your Privacy – What Consumers and Parents Should Know

This panel will provide an overview of steps consumers can take now to protect their privacy when using Location-Based Services. The panel will provide consumer DOs and DON'Ts, and provide information on what parents should know about location tracking

when their children use mobile devices.

Moderators:

- Joel Gurin, Chief, Consumer and Governmental Affairs Bureau
- Jennifer Tatel, Associate General Counsel, Office of General Counsel

Panelists:

- Michael Altschul, General Counsel, CTIA-The Wireless Association®
- Dr. Edward G. Amoroso, Senior Vice President and Chief Security Officer, AT&T Services, Inc.
- Stephen Balkam, CEO, Family Online Safety Institute
- Brendon Lynch, Chief Privacy Officer, Microsoft
- Alan Simpson, Vice President of Policy, Common Sense Media
- Nat Wood, Assistant Director, Division of Consumer and Business Education, Bureau of Consumer Protection, Federal Trade Commission

3:00 p.m. Closing Remarks

- Peter Swire, C. William O’Neill Professor of Law, Moritz College of Law of the Ohio State University

3:15 pm Adjourn

The workshop will be open to the public; however, admittance will be limited to the seating available. Audio/video coverage of the meeting will be broadcast live with open captioning over the Internet from the FCC's web page at www.fcc.gov/live. The FCC’s webcast is free to the public. Those who watch the live video stream of the event may email event-related questions to livequestions@fcc.gov. Depending on the volume of questions and time constraints, the panel moderators will work to respond to as many as questions as possible during the workshop.

Reasonable accommodations for persons with disabilities are available upon request. Please include a description of the accommodation you will need. Individuals making such requests must include their contact information should FCC staff need to contact them for more information. Requests should be made as early as possible. Please send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau: 202-418-0530 (voice), 202-418-0432 (TTY).

For purposes of the Commission’s *ex parte* rules, the forum and comments submitted in WT Docket No. 11-84, will be treated as exempt.² *Ex parte* presentations may be freely made and need not be disclosed on the record, although filing in the record is encouraged.³ We find that this approach is justified because, as in a notice of inquiry proceeding, the public interest will best be served by encouraging free communication between the Commission and the public and because the nature of this project obviates any risk that interested persons will be prejudiced unless they receive notice of *ex parte* presentations. To the extent that presentations related to this project address the merits of other permit-but-disclose proceedings, appropriate disclosures should be made in each other covered proceeding. In the event that this project develops to the point where a notice of proposed rulemaking is issued, we anticipate that the status of any such proceeding will be changed to permit-but-disclose, as is the practice when a notice of proposed rulemaking is issued.

² See 47 C.F.R. § 1.1200(a) (giving the Commission and its staff discretion to determine the *ex parte* procedures in a particular proceeding).

³ See 47 C.F.R. § 1.1204(b).

COMMENT FILING PROCEDURES

As noted earlier, together with the LBS forum, comments received in response to the *Privacy Public Notice* will help inform a forthcoming staff report on LBS. Comments are due July 8, 2011. Interested parties may file comments using the Commission's Electronic Comment Filing System (ECFS) or by filing paper copies.⁴ Comments filed through the ECFS can be sent as an electronic file via the Internet to <http://www.fcc.gov/cgb/ecfs/>. Generally, only one copy of an electronic submission must be filed. If multiple docket or rulemaking numbers appear in the caption of the proceeding, commenters must transmit one electronic copy of the comments to each docket or rulemaking number referenced in the caption. In completing the transmittal screen, commenters should include their full name, U.S. Postal Service mailing address, and the applicable docket or rulemaking numbers. All filings concerning this Public Notice should refer to WT Docket No 11-84. Parties may also submit an electronic comment by Internet e-mail. To get filing instructions for e-mail comments, commenters should send an e-mail to ecfs@fcc.gov, and should include the following words in the body of the message, "get form." A sample form and directions will be sent in reply. Parties who choose to file by paper must file an original and four copies of each filing. If more than one docket or rulemaking number appears in the caption of this proceeding, commenters must submit two additional copies for each additional docket or rulemaking number.

Paper filings can be sent by hand or messenger delivery, by commercial overnight courier, or by first-class or overnight U.S. Postal Service mail (although we continue to experience delays in receiving U.S. Postal Service mail). All filings must be addressed to the Commission's Secretary, Office of the Secretary, Federal Communications Commission. **Parties are strongly encouraged to file comments electronically using the Commission's ECFS.**

- Effective December 28, 2009, all hand-delivered or messenger-delivered paper filings for the Commission's Secretary must be delivered to FCC Headquarters at 445 12th St., SW, Room TW-A325, Washington, DC 20554. The filing hours at this location are 8:00 a.m. to 7:00 p.m. All hand deliveries must be held together with rubber bands or fasteners. Any envelopes must be disposed of before entering the building. **PLEASE NOTE:** The Commission's former filing location at 236 Massachusetts Avenue, NE is permanently closed.
- Commercial overnight mail (other than U.S. Postal Service Express Mail and Priority Mail) must be sent to 9300 East Hampton Drive, Capitol Heights, MD 20743.
- U.S. Postal Service first-class, Express, and Priority mail should be addressed to 445 12th Street, SW, Washington DC 20554.

Parties shall also serve one copy with the Commission's copy contractor, Best Copy and Printing, Inc. (BCPI), Portals II, 445 12th Street, S.W., Room CY-B402, Washington, D.C. 20554, (202) 488-5300, or via e-mail to fcc@bcpiweb.com.

Documents in WT Docket No. 11-84 will be available for public inspection and copying during business hours at the FCC Reference Information Center, Portals II, 445 12th St. S.W., Room CY-A257, Washington, DC 20554. The documents may also be purchased from BCPI, telephone (202) 488-5300, facsimile (202) 488-5563, TTY (202) 488-5562, e-mail fcc@bcpiweb.com.

To request materials in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (TTY).

⁴ See *Electronic Filing of Documents in Rulemaking Proceedings*, GC Docket No. 97-113, Report and Order, 13 FCC Rcd 11322 (1998).

For additional information about the forum, please contact Christina Clearwater or Nicole McGinnis of the Spectrum and Competition Policy Division, Wireless Telecommunications Bureau. Christina Clearwater can be reached at 202-418-1893 or by email at Christina.Clearwater@fcc.gov; Nicole McGinnis can be reached at 202-418-2877 or by email at Nicole.McGinnis@fcc.gov.

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