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Do Not Track conference to bring together key academics, advocates and industry reps

WASHINGTON, DC – National consumer group Consumer Action will hold a conference on Do Not Track (DNT), the still undefined tool that aims to help consumers limit online tracking, on June 27, 2013, between 8:30 a.m. and 1:30 p.m., at the National Press Club in Washington, DC.

Conference speakers include experts closely involved in developing DNT, such as:

- Peter Swire, co-chair of the DNT standards process for the World Wide Web Consortium;
- Edward W. Felten, a professor of Computer Science and Public Affairs at Princeton University and former Chief Technologist at the U.S. Federal Trade Commission; and
- David Vladeck, a professor of law and co-director of the Institute for Public Representation at Georgetown University Law Center and former director of the Federal Trade Commission's Bureau of Consumer Protection.

Panelists will explore the history and potential future of DNT, related legislation and regulation, and how DNT may impact Internet business. Vladeck will be the luncheon keynote speaker.

In addition, results of Consumer Action's recent DNT public opinion poll will be presented.

About Consumer Action

Through multilingual consumer education materials, community outreach and issue-focused advocacy, Consumer Action (www.consumer-action.org) empowers underrepresented consumers nationwide to assert their rights in the marketplace and financially prosper.

The DNT conference is part of Consumer Action's Do Not Track public education campaign, funded by a general support grant from Microsoft.

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