Information privacy is rapidly emerging as one of the key areas of consumer protection in our era. This conference will examine the role of contract in policing information privacy. Are private contracts an efficient regulatory tool of data privacy? Should the law incorporate mandatory protections, not waivable by consumers? Can disclosures effectively inform consumers about firms’ data practices?

**Conference Schedule**

**Friday, October 16th**

**Session 1:**
Kristen Anderson, Federal Trade Commission, Moderator
9:30 A.M.–10:15 A.M.
Florencia Marrota-Wurgler, New York University, Understanding Privacy Policies: Self-Regulation, Market Forces, and Enforcement Actions
10:15 A.M.–11:00 A.M.
Alessandro Acquisti, Carnegie Mellon University, How Feasible Are Markets for Personal Data?

**Session 2:**
Susanne Augenhofer, Humboldt University in Berlin, Moderator
11:15 A.M.–12:00 P.M.

**Session 3:**
Aaron Burstein, Federal Trade Commission, Moderator
1:30 P.M.–2:15 P.M.
Omri Ben-Shahar & Adam Chilton, University of Chicago, An Experimental Test of How the Formal Properties of Privacy Disclosures Influence Behavior
2:15 P.M.–3:00 P.M.
Lior Strahilevitz, University of Chicago, & Matthew Kugler, U.S. Court of Appeals – 7th Circuit, Is Privacy Policy Language Irrelevant to Consumers?

**Session 4:**
Randy Picker, University of Chicago, Moderator
3:15 P.M.–4:00 P.M.
Kirsten Martin, George Washington University, Explicit Versus Implicit Privacy Contracts: Comparing the Impact of Privacy Notices and Norms on Consumer Trust
4:00 P.M.–4:45 P.M.
Ian Ayres, Yale University, A Laffer Curve for Invasions of Privacy

**Saturday, October 17, 2015**

**Session 5:**
Ariel Feldman, University of Chicago, Moderator
9:30 A.M.–10:15 A.M.
Joel Reidenberg, Fordham University, Jaspreet Bhatia, Carnegie Mellon University, et al., Automated Measurement and Comparison of Privacy Policy Ambiguity
10:15 A.M.–11:00 A.M.
Richard Brooks, Columbia University, The Information Fiduciary: Beyond Contracting over Privacy

**Session 6:**
Sebastien Gay, University of Chicago, Moderator
11:15 A.M.–12:00 P.M.
Oren Bar-Gill, Harvard University, & Omri Ben-Shahar, University of Chicago, Optimal Defaults for Consumer Contracts