

products promise to help consumers control their sensitive information and guard against internal and external threats. Similarly, there are an increasing number of products designed to help businesses manage the consumer information they maintain and ensure that it is secure. Despite the widespread availability of these products, however, it is unclear just how much consumers and businesses are using them and whether they are meeting consumer and business needs in this area. Therefore, as more and more consumers share personal information online and use "always on" Internet connections, it is useful to examine the current role that technology plays in protecting consumers' personal information.

The workshops being announced will examine, first, the role technology plays for consumers seeking to protect their own information and, second, the role it plays for businesses seeking to protect the consumer information that they maintain. Both workshops will also examine the changes that have been made in the security area since the Federal Trade Commission's May 2002 workshop on consumer information security.

Questions to be addressed at the workshops may include:

A. Workshop 1

Technologies for Protecting Personal Information: The Consumer Experience

1. Are consumers using technology to help manage the collection and use of their personal information? Why or why not?

- What types of technologies are available or under development to help consumers manage the collection and use of their personal information?
- Which of these technologies are consumers using, which are not being used, and why?

- What factors influence consumers' willingness to use these technologies?
- Is there empirical data showing which technologies consumers are using and why?

- Is consumer education needed to make consumers aware of these technologies and to help them use them?

- What types of technologies do consumers want that do not yet exist?

2. What role can automated privacy notices, such as P3P, play to help consumers manage the collection and use of their personal information?

- What technologies are available or under development that automatically match consumer preferences to businesses' information practices? What is their current status of development and/or implementation?

- What are the strengths and limitations of these technologies?
- Are there obstacles to widespread adoption of these technologies, and if so, how could they be addressed?
- How do automated privacy notices interface with the various types of privacy notices—e.g., short, layered, full accountability—currently in use? Do automated notices raise any special liability concerns?

3. Are consumers using technology to help protect their information security? Why or why not?

- What types of technologies are available or under development to help consumers protect their information security?

- Which information security-enhancing technologies are consumers using, which are not being used, and why?

- What factors influence consumers' willingness to use information security-enhancing technologies?

- Is there any empirical data showing which technologies consumers are using and why? For example, are consumers downloading patches, updating virus protection, and using firewalls?

- What information security-enhancing technologies do consumers want that do not yet exist?

- Are the available technologies adequate to address known vulnerabilities?

- Is there a need for more "built-in" technology solutions and features that are easy for consumers to access and use? Should business make it easier for consumers with high-speed access to install effective firewalls?

- What are business, government agencies, and others doing to raise consumer awareness of security issues and help create a "culture of security"?

B. Workshop 2

Technologies for Protecting Personal Information: The Business Experience

1. How are businesses using technology to manage their information practices?

- What types of technologies are available or under development to help businesses manage their information practices and verify their website's privacy policy compliance?

- Which technologies are businesses using, which are not being used, and why?

- Is there any empirical data showing which technologies businesses are using and why?

- How have businesses incorporated information management technologies into their business operations? Do such technologies affect businesses' efforts to

engage in targeted marketing? Have they affected businesses' profits?

- What are the costs and benefits, including any costs and benefits to competition, of implementing their technologies?

- Are there limits to technology's ability to manage consumer information? What role do people, policies, and organizational structure play in implementing effective information management programs?

2. How are businesses using technology to provide security for consumer information that they maintain? What progress has been made in this area since the FTC's May 2002 Consumer Information Security Workshop?

- What types of technologies are available or under development to help businesses provide security for customer information?

- Which of these technologies are businesses using, which are not being used, and why?

- Is there any empirical data showing which technologies businesses are using and why?

- What are the costs and benefits of implementing these technologies?

- Do different types of information and information practices warrant different types of security protection?

- Are their security tools that are low in cost and easy-to-use, particularly for small businesses? How can we raise awareness of security issues among small businesses?

- Do security tools work out-of-the-box? What can businesses that do not have dedicated security personnel do to protect consumer information?

- Are their limits to technology's ability to protect consumer information? What role do people, policies, and organizational structure play in implementing effective safeguards programs?

- How are U.S. agencies working with international organizations like OECD and APEC to provide security guidance for businesses?

- What additional steps can businesses take to help create a "culture of security"?

Requests to Participate as a Panelist in the Workshop

Parties seeking to participate as panelists in the workshop must notify the FTC in writing of their interest in participating on or before Wednesday, March 26, 2003, either by mail to the Security of the FTC or by e-mail to techworkshop@ftc.gov. Requests to participate as a panelist should be captioned "Technology Workshop—Request to Participate, PO34808."