

FTC Commissioner Terrell McSweeney to Keynote 2017 NAI Summit



The NAI is thrilled to announce that U.S. Federal Trade Commission (FTC) Commissioner [Terrell McSweeney](#), will participate in a keynote fireside chat during the 2017 NAI Summit on May 17 in New York, NY.

Commissioner McSweeney has served on the FTC since April 2014. Throughout her tenure, she has demonstrated a dedication not only to innovation, but also to data protection during this time of rapid industry evolution through emerging technologies and increased connectivity. With several Summit panels dedicated to new technologies

and the ways in which they intersect with our daily lives, Ms. McSweeney's remarks are certain to serve as a timely and relevant part of the event.

Commissioner McSweeney has emphasized that consumer trust is critical to the development, understanding, and acceptance of advancements within the internet ecosystem. She has commended our industry for taking strides to provide more choices for consumers and for promoting responsible marketing through self-regulatory programs and guidelines.

In recent remarks, she stated that self-regulatory programs “underscore the fact that though we may, from time to time, disagree on policy, fundamentally we share the value of protecting consumer trust.” She said, “trust is a key value in the ongoing debate about the best approaches to protecting consumer privacy and data security.”

The keynote discussion with Commissioner McSweeney will be a highlight of the 2017 NAI Summit. We hope you will join us on May 17 at Current at Chelsea Piers in New York. [Click here](#) to register.