



*Rutgers Computer and Technology Law Journal and
Rutgers Institute for Professional Education present:*

MIND YOUR BUSINESS: THE BIG DATA DEBATE

Friday, February 27, 2015

10:00 a.m. - 2:30 p.m.

Rutgers School of Law–Newark

S.I. Newhouse Center for Law and Justice | 123 Washington Street | Newark, NJ 07102

One of the most pressing current topics is “Big Data,” how the legal system should react to the massive collection, mining and use of personal information in the digital age. This symposium will focus on the issues surrounding the benefits and pitfalls of big data and examine the current debate about how and whether the legal system should regulate the practices currently in use.

Business experts, legal practitioners, legislators and representatives of the advocacy community, as well as U.S. Federal Trade Commissioner Julie Brill will focus on how businesses use big data, what the information is really worth, and how regulation might impact the way businesses collect and use the data. The panelists will discuss how states may attempt to regulate the current practices, with a particular focus on New Jersey and federal legislation.

Topics to be discussed include:

- Individual Privacy Rights
- Corporate Use of Big Data
- What is Big Data really worth from an Intellectual Property perspective?
- Proposed New Jersey Legislation, as well as legislation in other states
- The U.S. Federal Trade Commission’s role in regulating the use of personal, private information and the “Data Broker” industry

Speakers:

Julie Brill | Federal Trade Commission | Commissioner

Jonathan D. Bick | Brach Eichler, L.L.C. | Counsel
Rutgers School of Law-Newark | Adjunct Professor of E-Commerce and Internet Law

Hon. Daniel R. Benson | New Jersey State Legislature | Assemblyman of 14th District
Deputy Speaker *Pro Tempore*

Julia Horwitz | Electronic Privacy Information Center (‘EPIC’)
Coordinator of Open Government Program

Sandra Kirsch | KPMG International | Global Privacy Officer

Ed Mierzwinski | U.S. PIRG | Federal Consumer Program Director

Linda Willett | Horizon Blue Cross Blue Shield of New Jersey
Senior Vice President, General Counsel and Secretary

CLE Credit: NJ: 4.2 | NY: 4.0 | PA: 3.5

Registration begins at 9:00 a.m.
Coffee and lunch included

Registration Fee: \$75

Free non-CLE guests
Use Promo Code NOCLE251

Register at **rutgerscle.com**