



BEUC Multi-Stakeholder Forum

“Consumer privacy and online marketing: Market trends and policy perspectives”

Thursday 12 November 2009
09h00 – 18h00, Square, Brussels

New online marketing techniques - such as profiling and targeting – directed to consumers are already wide spread. However, the potential impact – both positive and negative – of these techniques on consumers and the marketplace has not yet been openly and thoroughly discussed and addressed...

Nowadays, the online media and marketing ecosystem is designed to profile and target consumers in order to influence their decision-making. Tools include, for example, cookies, web bugs, viral marketing, retargeting and mobile location-based services. While marketing techniques can bring benefits to consumers, they also raise concerns regarding data protection and privacy.

The first BEUC Multi-Stakeholder Forum aims at gathering interested parties around the various issues linked to online marketing and consumer privacy. This event represents a unique opportunity to debate and reflect on future policies and to feed into the European policy approach in this area.

This one-day conference will alternate **plenary sessions** and a series of **4 parallel workshops** during which high level experts representing a variety of stakeholders will share their expertise and points of view. We will have the pleasure to welcome among our keynote speakers, **Commissioners Meglena Kuneva and Viviane Reding as well as Peter Hustinx, the European Data Protection Supervisor**.

The morning plenary session will be devoted to a description of the current market trends and techniques of online marketing. The workshops will address specific issues such as Online Marketing to Children and Young People; Behavioural targeting, deep packet inspection and neurosciences – unfair commercial practices; Economics, Markets and Prices and Alternative Business Models. The afternoon plenary session will not only wrap up the work of the parallel sessions, it will also be an opportunity to discuss future policy orientations.

To know more about the full forum programme go to www.beucforum2009.eu, send an email to forum2009@beuc.eu or call 02 789 24 01.

To register for this event go to www.beucforum2009.eu.