Technology Management Seminar Series

Graduate Seminars – Winter 2009

Seminar Topic:
“Data Privacy Law and Mobile Commerce: The Regulatory Challenges of Protecting Consumers’ Privacy in this New Era Featuring Business Models Supported by Mobile Advertising”.

Abstract:
Mobile phones are becoming increasingly sophisticated and enable users to access location-based services and to receive targeted advertising. When a consumer uses her mobile phone to access a mobile service for directions to nearby coffee shops in a city, she is using a location-based service that provides useful information tailored to her geographic location. It is also feasible for marketers to deliver advertising to her based on her location, preferences and demographics, perhaps a discount coupon for a nearby coffee shop. Given the likelihood that many new mobile services will be supported by mobile advertising, how should the growing mobile advertising market be regulated to protect consumers’ privacy? Can this be done while also providing a supportive regulatory environment for companies that will deliver location-based services and mobile advertising? One of the technologies that enable delivery of location based services is radio frequency identification (RFID) and it will soon be embedded in mobile phones used by consumers. This raises important privacy concerns for consumers, while also creating opportunities for industry self-regulation and development of privacy-enhancing technologies.

Whether the solutions are in the form of new government regulation or industry self-regulation, regulatory solutions are needed to adequately protect consumer privacy and to support the growth of new mobile services. Nancy’s talk will identify key consumer privacy issues associated with mobile advertising and location-based services, discuss existing sources of governmental regulation and regulatory gaps, and offer a self-regulatory approach to address consumer privacy concerns without unduly stifling development of these new services.

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Education

Juris Doctorate, Gonzaga University School of Law
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Day: Feb 5th, 2009
Time: Noon – 1 pm
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