



TEL AVIV UNIVERSITY
Pursuing the Unknown

The Buchmann Faculty of Law

The Cegla Center for Interdisciplinary Research of the Law

Fischer Center for Corporate Governance and Capital
Market Regulation



מרכז אדמונד י' ספרא לאתיקה
The Edmond J. Safra Center for Ethics

Book launch event

PRIVACY ON THE GROUND

By **Kenneth A. Bamberger &
Deirdre K. Mulligan**

University of California, Berkeley

17:30 Gathering

18:00 Greetings:

Prof. Ron Harris, Dean, Tel Aviv
University, Faculty of Law

Chair: **Prof. Talia Fisher**, Tel Aviv
University, Faculty of Law

Speakers:

- **Prof. Michal Barzuza**, University of
Virginia, Faculty of Law
- **Prof. Amnon Reichman**, Haifa
University, Faculty of Law
- **Prof. Michael Birnhack**, Tel Aviv
University, Faculty of Law
- Response: **Prof. Ken Bamberger**

Monday, November 30, 2015

The Faculty of Law, Trubovicz Building,
The Sonia Kossoy, Conference Room (Room 307)
Event number: 1073773

For parking on campus, please show this invitation at
the university's gate

RSVP: Aya Shalom: email: Cegla@post.tau.ac.il
or 03 6406697

"Gathering the insights of privacy leaders across the globe, Bamberger and Mulligan expose the anatomy of modern privacy practice. Their findings confirm many of our intuitions, and also reveal some surprises, about managing privacy inside a company. Here is an essential truth: how we define privacy and how we protect it emerge from the crucible of law, government infrastructure, civil discourse, and professional practice."

—**Nicole A. Wong**, former White House Deputy CTO for Internet, Privacy, and Innovation Policy; former Vice President and Deputy Counsel, Google; and former Legal Director for Products, Twitter

"A welcome contribution to the international debate on more effective privacy and personal data protection in the digital age."

—**Peter Hustinx**, European Data Protection Supervisor, 2004–2014

"Bamberger and Mulligan's meticulously researched book shows that we should not give up on privacy. The book drives home the reality that, although the US and EU systems take divergent approaches to protecting privacy, their aspirational goals are identical—to ensure that individuals have control over their personal information but also to allow businesses to innovate in ways that benefit consumers. As Bamberger and Mulligan make clear, it is time that the United States and the European Union recognize their shared heritage and goals, and work together to rectify the flaws that undermine privacy protection on both sides of the Atlantic. This is truly a must-read for anyone involved in privacy policy today—and tomorrow."

—**Jon Leibowitz**, former Chairman, Federal Trade Commission

