

The Buchmann Faculty of Law The Cegla Center for Interdisciplinary Research of the Law Fischer Center for Corporate Governance and Capital Market Regulation

ארכז 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:

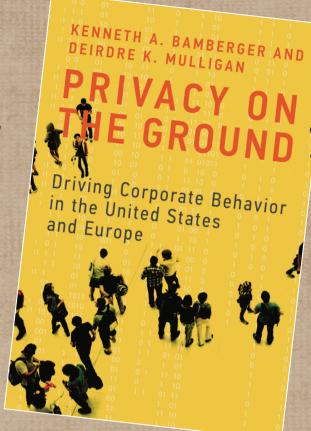
**Prof. Ron Harris**, Dean, Tel Aviv University, Faculty of Law

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

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."

## 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

-Jon Leibowitz, former Chairman, Federal Trade Commission