DRAFT PROGRAMME

Public Hearing
Committee on the Internal Market and Consumer Protection

Digital advertising and consumer information

17 February 2020 from 15h00 to 17h00
European Parliament, Brussels (room SPINELLI 3G3)

15h00 - 15h05 Opening remarks

➢ Ms Petra De Sutter, IMCO Chairwoman (5 min)

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15h05 - 15h35 Panel discussion 1: How are consumers informed and do they have a choice when it comes to online profiling?

• Prof. Dr. Natali Helberger, Professor Law & Digital Technology, University of Amsterdam (10 min)
• Mr Agustín Reyna, Head of the Legal and Economic Affairs, BEUC (10 min)
• Ms Townsend Feehan, CEO, IAB Europe (10 min)

15h35 - 16h00 Q&A session

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16h00-16h30 Panel discussion 2: Are consumers and especially vulnerable groups protected from disguised digital advertising?

• Dr. Rossana Ducato, postdoctoral researcher at UCLouvain and Université Saint-Louis - Bruxelles (10 min)
• Ms Justina Raizyte, Head of Development and Policy at the European Advertising Standards Alliance (10 min)
• Ms Sara Wahlberg, Legal Advisor International Affairs, Swedish Consumer Agency (10 min)

16h30 - 16h55    Q&A session

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16h55 - 17h00    Closing remarks

➢ Ms Petra De Sutter, IMCO Chairwoman (5 min)

**Important notice for persons who wish to attend the hearing:**
This hearing is open to the public. However, for SECURITY REASONS, access can only be granted in response to a prior request for an access badge.

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no later than 13 February 2020 at 12:00

e-mail: imco-secretariat@ep.europa.eu

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