

# Policy Makers & Societal Influencers

## | TARGET:

Policy Makers, and Societal Influencers

## | MARKET:

US, DE, IN

## | METHODOLOGY:

60-Minute Telephone / Web IDI

## | SUMMARY:

Privacy Advocacy Groups (e.g., ACLU and other organizations belonging to The Privacy Coalition).

## SPECS:

### Completed interviews with a range of experts including influencers from:

Privacy Advocacy Groups (e.g., ACLU and other organizations belonging to The Privacy Coalition)

-Think Tanks (e.g., Center for Democracy & Technology, Information Technology, and Innovation Foundation)

Government Agencies whose primary focus is privacy related (e.g., Federal Trade Commission)

- Tech-media Writers/Reporters (i.e., those who work with publications with a tech focus) and also more mainstream writers/reporters (i.e., those who work with publications that are not tech-focused, but still have an orientation towards tech)

## SAMPLE PROFILES:

- Deputy Director, National Political Advocacy at ACLU
- Director of Policy at Center for Democracy & Technology
- Attorney Advisor at Federal Trade Commission