



# Internet Marketplace Risk Management Conference

September 13 – 15, 2016



**The Marker**  
501 Geary St.  
San Francisco, CA 94102

# Agenda

## Tuesday, September 13

6:00 – 9:00pm Reception and Welcome @The Living Room @The Marker

## Wednesday, September 14

Sponsored by:



8:00 – 8:45am Check in and Breakfast

9:00 – 9:30am Identifying Risks in Your Organization - Jeremy Gottschalk

Every marketplace presents its own risks. Identifying those risks before they hit may mean the difference between an organization's success or failure. This opening session will be spent identifying risks, including operational, regulatory, reputational, environmental, market, third party, and many more.

9:30-10:15am Protecting Marketplaces Through Insurance Programs  
- Chris Gunston, Mason & Mason Insurance

Insuring a marketplace is key to long-term survival. But there are many options when insuring a marketplace, both at the corporate level and at the participant level. Marketplace insurance experts will dive into a variety of insurance program structures that are available to marketplaces (as well as some creative options to think about).

10:15-11:00am Reputational Risk and Crisis Management: Be Ready!  
- Christine Reimert, Devine + Partners

Perhaps the biggest, yet least understood, risk is the risk to an organization's reputation and good will. Often put to test during a crisis, an organization must be prepared to deal with bad situations in a way that protects and preserves an organization's reputation. This session will walk through the best practices when faced with a crisis.

11:00-11:45am Background Checks, Fingerprinting and Other Services  
- Daniel Yanisse, Checkr

Just about every marketplace and on-demand platform uses background checks to screen the supply side. But what other resources are available to keep your customers safe and secure? Checkr has become the dominant player in our industry and will walk us through different screening options, including the benefits and pitfalls associated with each option.

11:45 – 12:30pm Lunch

# Wednesday, September 14

(Continued)

**12:30 - 1:15pm**

## **U.S. Data Security Standards and Enforcement**

**- Whitney Merrill, Federal Trade Commission**

An attorney from the San Francisco office of the Federal Trade Commission will join us to discuss the FTC's "Start with Security" program, which teaches businesses best practices for information security. As a part of this, the FTC will discuss the best ways for organizations to secure software and products and why it is so important to do so.

**1:15 - 3:30pm**

## **Litigation Updates**

All internet marketplaces are susceptible to litigation. And much of the litigation affecting internet marketplaces focuses in these areas. The nation's premier litigators in each of these areas will give an update on litigation trends and cases that are working their way through the courts. They will also discuss best practices to keep your organization out of the courts.

**1:15 - 2:00pm**

## **Litigation Update: Background Checks and the FCRA**

**- Pam Devata, Seyfarth Shaw**

Is the Fair Credit Reporting Act something to worry about? Backgrounds checks are a hotbed of litigation and regulatory concern in the last few years. We will discuss what the FCRA is and how it applies to the 'gig economy,' risk areas that plaintiffs' counsel and regulators are targeting, and best practices for how to mitigate these risks. We will also explore current litigation and how to avoid the same traps.

**2:00 - 2:45pm**

## **Litigation Update: Worker Classification**

**- Brian Paul, Michael Best & Friedrich**

The United States Department of Labor believes "[t]he misclassification of employees as independent contractors presents one of the most serious problems facing affected workers, employers and the entire economy." This session will focus on the criteria government agencies and courts are using to determine whether an individual is an employee or independent contractor, as well as steps you can take to limit liability exposure.

**2:45 - 3:30pm**

## **Litigation Update: Terms of Use and Privacy Policies**

**- John Tomaszewski, Seyfarth Shaw**

The 'gig economy' and evolving marketplaces have made traditional methods of managing risk and obligation somewhat muddy. As a consequence, what once was used for privacy policies and website terms of use need to be reevaluated as they either don't effectively reflect the new realities of the marketplace, or they inadvertently impose obligations for businesses which don't need to be there. We will look at some developing trends in how emerging marketplaces can leverage privacy policies and terms of use to properly apportion risk in the modern era.

**3:30 - 4:45pm**

## **Patent Trolls - How to Effectively Deal with the Inevitable**

**- Pat Patras, Hinshaw & Culbertson and Kim Cauthorn, RPX Insurance Services, LLC**

By virtue of the reliance on technology, internet marketplaces attract patent trolls and frivolous lawsuits. In this session, we will discuss the basics of a patent infringement case, how to defend your organization, and strategies in dealing with patent trolls. We will also discuss cutting-edge insurance programs that are designed to deal with patent trolls efficiently and effectively.

**6:30pm**

**Dinner hosted by Checkr @The Living Room @The Marker**

**9:00 - 11:00pm**

**Nightcap hosted by Whitepages Pro @Hawthorn, 46 Geary Street**

# Thursday, September 15

Sponsored by:



**8:00 - 8:45am**

**Check In + Breakfast**

**9:00 - 9:45am**

**Opening Keynote: Cyber Threat Trends for 2016**

Advances in technology have made businesses run more effectively, but also left them more vulnerable to cyber attacks and cyber crime. This presentation will describe the current cyber threats facing businesses, the FBI's role and response to cyber crime, and recommendations for pre-breach and post breach efforts.

**9:45 - 10:15am**

**Understanding Digital Identities: Preventing Fraud and Reducing Friction with ThreatMetrix**

Legacy customer authentication methods are insufficient in the mobile-first, global digital age. Global digital markets require secure global digital identities across industries, markets, and use cases including transaction fraud, account security, compliance assurance, identity analytics, and enterprise authentication. Attend this session and learn how to differentiate good customers from bad by leveraging global digital identities.

**10:15 - 10:45am**

**Sales Tax Challenges Facing eCommerce with Avalara**

There are over 12,000 sales tax jurisdictions in the US alone. With every state making up their own tax rules, it's hard to keep up. In this session you'll learn about the sales tax challenges facing online merchants, new laws impacting eCommerce, and what you can do to prepare your business.

**10:45 - 11:15am**

**Identity Verification for Digital Commerce with Whitepages Pro**

Fraudsters hide behind their computer precisely because they believe you cannot identify them. And if you are without an identity verification tool, they are right. Learn about how fraud teams works with identity verification data to reduce fraud and speed good transactions to clear.

**11:15 - 11:30am**

**Global Payments Survey**

The MRC will be summarizing results, key findings, and analysis from its 2016 Global Payments Survey. Benchmarking results from the MRC's Global Payments Survey are a valuable benefit as they help MRC members assess trends on a variety of key performance indicators (KPIs), metrics, and data points. As a result, members are able to analyze their own systems, processes, and policies in comparison to merchants in different regions and sectors, and optimize their businesses in the process.

**11:30 - 12:30pm**

**Lunch with Merchant Q & A**

# Thursday, September 15

(Continued)

**12:30 - 1:00pm**

## **Extend Customer Lifetime Value with Intelligent Payments Data with Vantiv**

Merchants are constantly focused on identifying new revenue streams, increasing customer retention, and streamlining operations. This session from Vantiv examines the frequently overlooked rich data nuggets - response info gleaned from payments processing, account updating, fraud management, and digital wallets - that can all identify critical attributes that can help drive higher revenue-per-customer.

**1:00 - 1:45pm**

## **Merchant Panel Discussion: Fraud Tools & Trends**

In this panel, three San Francisco-based merchants will describe new and evolving fraud attack vectors and the tools they use to combat them. There are an overwhelming number of new technologies being deployed by merchants to defend themselves. This panel will provide insight from their many years of experience in the industry on how to best choose these tools and determine return on investment.

**1:45 - 2:30pm**

## **Bridging the Gap: The Unique Aspects of Marketplace Economy**

Marketplace companies have become an increasingly important part of our economy. Success stories like Uber and Air BnB are only the tip of the iceberg. We'll be introducing you to three Bay Area based marketplace companies. We'll be discussing their unique approach to connecting consumers and the providers of services and the payments and risk issues that they face in their daily operations.

**2:30 - 3:00pm**

## **Closing Keynote**

**3:00 - 4:00pm**

## **Happy Hour Sponsored by The Merchant Risk Council**

