The University of Wyoming's 2010 Consumer Issues Conference theme is "Unlocking the digital marketplace: Legal and ethical issues."

The conference will have speakers and workshops on selling, shopping and participating in the online world, said Dee Pridgen, conference cochair. The event is Sept. 30-Oct. 1 in the Wyoming Union on the UW campus in Laramie.

"The digital marketplace is becoming more pervasive but raises some special issues for consumers, including privacy of personal information, commercialization of social communications, fraud and even criminal issues," Pridgen noted. "At the same time, the digital marketplace can be a boon for entrepreneurs and job seekers if used properly."

Information about the conference is at www.uwyo.edu/consumerconference, including information on submitting a project or research posters.

Subjects and workshops include selling, shopping and participating in the online world. Sessions to date include:

- Consuming kids: The hostile takeover of childhood
- Data protection in the era of social media an oxymoron?
- Counterfeit goods in the digital marketplace
- Enduring issues in communication and cyberspace
- Online businesses: Legal and ethical issues
- Protection of consumer online privacy federal initiatives
- International commerce and the Internet

Those wishing to receive conference updates can request to be put on the mailing list by contacting Cole Ehmke at cehmke@uwyo.edu or (307)766-3782. The conference can also be followed on Facebook search for UW Consumer Issues Conference at Facebook.com.

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