

# Does Your House Know Too Much About You? Energy Aps and Privacy Event April 8, 2014



Our friends at [360 Chestnut](http://360Chestnut.com) and BTW [*Behind the Walls Magazine*] present:

## DOES YOUR HOUSE KNOW TOO MUCH ABOUT YOU?

**What:** Panel presentation: impact of home energy monitoring devices on privacy

**When:** April 8<sup>th</sup>, 2014

**Where:** Cambridge Innovation Center, 1 Broadway, Cambridge, MA  
Havana 5<sup>th</sup> Floor

**With:** Deborah Hurley, Jim Bride, Joseph Kolchisnky, Jason Hanna, and Daniel Hullah. Moderated by Alexandra Hall & Harold Simansky

Google's recent acquisition of "smart thermostat maker NEST" was met with excitement in the home energy world—Google is finally recognizing the importance of energy efficiency. But now that the excitement has died down, people are realizing that Google will be in their homes more intimately than ever before. What does this mean for Americans' already compromised privacy?

On April 8<sup>th</sup> at the Cambridge Innovation Center in Kendall Square, 360Chestnut, Inc., and *BTW: Behind the Walls* magazine will host a panel discussion titled, "Does Your House Know Too Much About You?" Featuring experts on the home energy industry and "green" home improvement, the panel will address the looming issue of "smart" home monitoring devices: with sales expected to increase by 300% by 2020, are we giving up too much of privacy when embracing them?

The panel will include Deborah Hurley, a fellow at Harvard University's [Institute for Quantitative Social Science](#); Jim Bride, Founder and CEO of [Energy Tariff Experts, LLC](#); Joseph Kolchinsky, Founder and Managing Director of [OneVision Resources](#); Jason Hanna, Founder and CEO of [Embue](#) and Daniel Hullah, Partner and COO of [Rockport Capital](#). The moderators will be Harold Simansky, Founder and CEO of [360Chestnut Inc](#), and publisher of [BTW: Behind The Walls](#) and Alexandra Hall, Executive Producer of 360 Chestnut Inc, and Editor-in-Chief of *BTW: Behind the Walls* and [COUPBoston](#) will be the moderator.

### **The Panel:**

**Deborah Hurley** is is a Fellow of the [Institute for Quantitative Social Science](#) (IQSS) at Harvard University and directed the Harvard University Information Infrastructure Project. At the Organization for Economic Cooperation and Development, in Paris, France, she was responsible for drafting, negotiation and adoption of the OECD Guidelines for the Security of Information Systems. Prior to joining the OECD, she practiced computer and intellectual property law in the United States. Hurley is Chair, Board of Directors, Electronic Privacy Information Center. She carried out a Fulbright study in Korea and is the author of Pole Star: Human Rights in the Information Society, and other publications. Hurley received the Namur Award of the International Federation for Information Processing (IFIP) in recognition of outstanding contributions, with international impact, to awareness of social implications of information technology.

**Joseph (Joey) Kolchinsky** is the founder and Managing Director of [OneVision Resources](#), a company that merges his curiosity with technology and passion for simplicity. The firm is redefining excellent service for the modern family, providing comprehensive and stress-free support to members across a growing range of needs including personal technology, smart

home design, and health management. Joey lives in Boston with his wife Jennifer and daughter Penelope.

**Jim Bride** has over a decade of experience in the energy and environmental industries. He launched [Energy Tariff Experts, LLC](#) to address an unmet need in the marketplace for accurate utility rate and energy cost information to enable more informed energy investment decisions. Prior to Energy Tariff Experts, Jim spent over four years at EnerNOC, a pioneering Smart Grid firm.

**Jason Hanna** is the CEO & Founder of [Embue](#); a Boston-based company developing connected heating & cooling controls for residential and small commercial application. Jason is also the Founder & Board Chairman of [Greentown Labs](#), a Boston-area incubator for clean energy and hardware companies, now home to over 40 emerging start-ups. Jason previously worked in high technology and was responsible for building an organization that automated over \$1B of transactions for EMC Corporation.

**Daniel Hullah** is a Partner and COO of RockPort Capital a multi-stage venture capital firm that invests in the areas of alternative and traditional energy, mobility, and sustainability. Daniel is an active member of the screening and diligence team and has worked on multiple transactions in several key cleantech sectors most notably solar energy and green buildings. One such company is EcoFacto, a leader in home energy management, providing user-friendly active management of residential and small commercial thermostats using a Software-as-a-Service (SaaS) model.

**Harold Simansky (moderator)** is the founder of 360Chestnut. Before 360Chestnut he was involved in the creation of Green Guild of MA, LLC, a full-service energy audit and home weatherization company that has helped over 1,000 Massachusetts home owners make their homes more energy efficient. Earlier, Harold was the developer of one of the first green, LEED-certified residential buildings in the

Boston-area. Harold also has experience in the world of finance and as a consultant with Bain & Company. He is a graduate of the MIT Sloan School of Management and Brandeis University.

**Alexandra Hall (moderator)** has more than ten years' experience as a critic, lifestyle writer and editor of lifestyle topics in Boston and beyond. Alex has covered fashion, travel, entertainment, food, beauty, books, and the arts. She is currently editor-in-chief of [COUP Boston](#), the city's only luxury digital lifestyle magazine, and a freelance writer for publications including: Condé Nast Traveler, Bon Appétit, Town & Country, and Elle Decor.

**360Chestnut** is a multi-platform media company that helps consumers make their homes more sustainable, healthy and energy efficient. This free-to-the-consumer service provides engaging experiences, expert information and personalized access to the 5000+ rebates that pay homeowners to be more energy efficient, as well as a connection to those who can do the work. 360Chestnut also published *BTW: Behind the Walls* magazine in partnership with the *Wall Street Journal*.

**BTW: Behind the Walls** is a quarterly magazine focused on healthy, sustainable and beautiful homes. It is created in partnership with the **Wall Street Journal** and is distributed to more than 50,000 **Wall Street Journal** subscribers in MA, NH and VT.

**COUPBoston** is a multi-platform online magazine dedicated to all things innovative and forward thinking in Boston's lifestyle community.

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—Anita M. Harris

New Cambridge Observer is a publication of the [Harris Communications Group](#), an award-winning PR and marketing firm based in Cambridge, MA.

Anita Harris is the author of [Broken Patterns, Professional Women and the Quest for a New Feminine Identity](#), publisher of New Cambridge Observer, and managing director of the Harris Communications Group. HarrisCom provided editorial advice on the above writeup and is listed as a co-sponsor of the event.