Daniel Kaufman is the Deputy Director for the Federal Trade Commission's Bureau of Consumer Protection. The Bureau works to protect consumers against unfair, deceptive or fraudulent practices. Daniel assists in overseeing all Bureau matters involving privacy, data security, false advertising, and marketing practices. He joined the FTC in 1998 as a staff attorney in the Division of Advertising Practices, where he litigated cases challenging unsubstantiated health and disease claims, including the Commission's litigations against *Rexall Sundown*, *Kevin Trudeau*, and *Direct Marketing Concepts*. From 2005-2008, he served as an Attorney-Advisor to former FTC Chairman Deborah Platt Majoras and as the Bureau's Chief of Staff from 2008-2011. Prior to joining the Commission, Daniel spent four years as a litigator in New York City. He received his Bachelor of Arts from Cornell University and graduated *cum laude* from the University of Pennsylvania Law School where he was awarded Order of the Coif.