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Organizers



Daniel J. Solove

Daniel J. Solove is the John Marshall Harlan Research Professor of Law at the George Washington University Law School. He founded TeachPrivacy, a company providing privacy and data security training. One of the world's leading experts in privacy law, Solove is the author of 10 books and more than 50 articles.

Paul M. Schwartz

Paul Schwartz is a leading international expert on information privacy law. He is the Jefferson E. Peyser Professor at UC Berkeley School of Law and a Director of the Berkeley Center for Law and Technology. Schwartz is also a Special Advisor at Paul Hastings, where he works in the Privacy and Data Security Practice.



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Welcome

The Privacy + Security Forum brings together seasoned thought leaders in privacy and security. Despite extensive media coverage about privacy and security, there's far less knowledge about how real businesses are applying the evolving changes they face every day. This event is about the impact of these topics in the real world. We are excited that you can join us!

Our distinguished speakers and audience are from Beijing, Berlin, Brussels, Dubai, Dublin, London, Mexico City, Montreal, Paris, Seoul, Tokyo, Zürich – and, of course, from across the U.S. Connect with privacy professionals, security professionals, chief information officers, attorneys, academics, experts from NGOs & think tanks, technologists, policymakers, and everyone else with strong ties to the privacy and security community.

Building on the success of past events, we have added a pre-conference Cybersecurity + Risk Summit this year for practitioners who want to learn in detail about GDPR, privacy and security in Europe, Latin America, Asia, and around the world. We look forward to networking with 800+ leading minds expected.

Thank you for helping to shape privacy and security in the real world!

Daniel Solove & Paul Schwartz

Pre-Conference Day – Monday, Oct 14

09:00 a.m. - 4:30 p.m.

Cybersecurity+Risk Summit

Mon, Oct 14

Room 309 Chair: Andy Serwin, Partner, DLA Piper

Speakers:

Kelly Harris, VP, Corporate Counsel Cybersecurity & Privacy, Prudential Roland Cloutier, SVP and CSO, ADP Ron Plesco, Principal, KPMG Cyber Services James Halpert, Partner, DLA Piper Dan Caprio, Co-Founder and Chairman, The Providence Group David Hale, Chief Privacy Officer, TD Ameritrade Stratis Pridgeon, GVP, Legal, Wyndham Destinations Meredith Grauer, Chief Privacy Officer, Nielsen Callie Carr, Managing Director, Legal, DLA Piper

09:00 a.m. - 10:15 a.m. 10:45 a.m. - 12:00 p.m. 01:30 p.m. - 02:45 p.m. 03:15 p.m. - 04:30 p.m. Session A: What is "Reasonable Security"? Session B: Cyber and the Board Session C: Privacy Litigation and Enforcement Trends Session D: Vendor Management and Security Concerns





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The Legal 500 U.S., 2019 Data Protection and Privacy Tier 1, The Legal 500 U.S., 2019 Data Protection and Privacy

Tier 1, *The Legal 500 UK*, 2019

Stay in the know with these resources:

• Chronicle of Data Protection - The latest privacy and data protection legal developments and trends via our blog, Chronicle of Data Protection: https://www.hldataprotection.com

Our blog, Chronicle of Data Protection, focuses on important global developments in privacy law
and policy, including a new series "The Challenge Ahead," that analyzes legal implications and key
takeaways for the California Consumer Privacy Act. For more information, please visit:

• Focus on Regulation - Hogan Lovells provides the latest updates on regulations, including those relating to life sciences and healthcare on our Focus on Regulation Topic Center.

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Pre-Conference Day – Monday, Oct 14

09:00 a.m. – 04:30 p.m.	Health Privacy+Security Intensive Room 302 Co-Chairs: Adam Greene, Partner, Davis Wright Tremaine Faith Knight Myers, Global Privacy Leader, McKesson Jennifer Archie, Partner, Latham & Watkins	Mon, Oct 14
09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m. 01:30 p.m 02:45 p.m. 03:15 p.m 04:30 p.m.	Session A: What's New in Health Information Privacy and Security Session B: Preparing for and Working with Different Health Privac Session C: Emerging Health Privacy Questions Session D: Business Associate Challenges	
09:00 a.m. – 4:30 p.m.	EU Privacy+Security Intensive Room 307 Co-Chairs: Jan Dhont, Partner, Wilson Sonsini Goodrich & Rosati Francoise Gilbert, CEO, DataMinding John Bowman, Senior Principal, Promontory	Mon, Oct 14
09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m. 01:30 p.m 02:45 p.m. 03:15 p.m 04:30 p.m.	Session A: GDPR: Where Are We Now? Session B: What is Happening Across the EU and Across Borders Session C: New Issues for 2020 and Beyond Session D: Practical Exercises	

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Pre-Conference Day – Monday, Oct 14

09:00 a.m. – 4:30 p.m.	Data Protection by Design+ Default Intensive Room 311 Chair: Jason Cronk, Privacy and Trust Consultant, Enterprivacy Consulting	Mon, Oct 14 Group
09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m. 01:30 p.m 02:45 p.m. 03:15 p.m 04:30 p.m.	Session A: Building a Privacy Model Session B: Controls Session C: Privacy Risk Assessments Session D: Putting it All Together	
09:00 a.m. – 04:30 p.m.	InfoSec+Tech Intensive Room 308 Chair: Bob Sullivan, Independent Journalist, formerly with MSNBC and NE	Mon, Oct 14 BC News
	Speakers: Jen Ellis, Vice President of Community and Public Affairs, Rapid7 Sinziana Gutiu, Senior Program Manager, GDPR and Compliance, T Harri Hursti, Founding Partner, Nordic Innovation Labs Mark Rasch, Adjunct Professor of Law, George Washington Univers Randy Sabett, Special Counsel, Cooley Chloe Autio, Policy Analyst, Intel Corporation	
09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m. 01:30 p.m 02:45 p.m. 03:15 p.m 04:30 p.m.	Session A: Infosec 501: A Crash Master's Course in Cybersecurity Session B: Show and Tell: How Hackers Think, and What Tools The Session C: Equifax and Ethics Session D: Talking Tech: When Hackers IT Staff and Privacy/Comp Past Each Other	ey Use
09:00 a.m. – 12:00 p.m.	Workshop: California Consumer Privacy Act Room 301 Tanya Forsheit, Partner, Frankfurt Kurnit Klein & Selz PC Beth Hill, General Counsel & Chief Compliance Officer, FordDirect Maggie Mansourkia Mobley, Advisor, Privacy Matters	Mon, Oct 14
09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m.	Session A: CCPA Basics – Who, What, Where, When, Why, How Session B: How To Do It: Disclosures, Consumer Rights, Do Not S Financial Incentives	ell, Security,
09:00 a.m. – 12:00 p.m.	Workshop: Blockchain, CCPA & GDPR Room 310 Christoher DeAngelis, Senior Director, Fraud Strategy, Sallie Mae Esteban Castano, Co-founder/CEO, TRM Labs John Chaisson, Data Privacy Consultant	Mon, Oct 14

Pre-Conference Day – Monday, Oct 14

09:00 a.m 10:15 a.m. 10:45 a.m 12:00 p.m.	Session A: Blockchain, CCPA, and GDPR, Part 1 Session B: Blockchain, CCPA, and GDPR, Part 2	
01:30 p.m. – 04:30 p.m.	Workshop: State Privacy Laws - Beyond the CCPA Room 301 Elizabeth Canter, Partner, Covington & Burling Anwesa Paul, Vice President & Senior Counsel, Privacy, American Es	Mon, Oct 14 xpress
01:30 p.m 02:45 p.m.	Session C: Comprehensive State Privacy Legislation, Biometric Lav Recognition Laws	ws, Facial
03:15 p.m. – 04:30 p.m.	Session D: Internet-of-Things Statutes, State Data Breach and Dat Litigation Trends	ta Breach Laws,
01:30 p.m. – 04:30 p.m	Workshop: Data Mapping Room 310 Shoshana Rosenberg, PLS, FIP, CIPP, CIPM Susan Israel, Loeb & Loeb Janalyn Schreiber, Partner, Data Privacy & Security Advisors	Mon, Oct 14
01:30 p.m. – 02:45 p.m. 03:15 p.m. – 04:30 p.m.	Session C: Data Mapping, Part 1 Session D: Data Mapping, Part 2	

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08:50 a.m. – 09:50 a.m.

Session 1

Tue, Oct 15

An Interactive Session on Managing Cross-border Data Crises and Proceedings Room 301 Gail Crawford, Partner, Latham & Watkins Michael Rubin, Partner, Latham & Watkins Andy Hutchison, Chief Privacy Officer, Endurance International Group

J. Andrew Heaton, Global Lead Counsel, Data Privacy & Security, Ernst & Young

Evolving Privacy Issues in Research with Human Participants at Home and Abroad

Room 302 Kirk Nahra, Partner, WilmerHale Melissa Goldstein, Assoc. Prof, Dept. of Health Policy & Management, The George Washington University

Data Breach in the EU: The New Landscape

Room 307 Tilly Lang, Data Protection Director & Corporate Governance Counsel, Heward Mills Chris Hydak, Attorney, Global Privacy and Data Protection, Microsoft Kall Loper, National Lead for Incident Response, Protiviti

What You Can Learn From an FTC Consent Order Assessment (And How to Avoid One!)

Room 308 Jim Gregoire, Privacy and Cybersecurity Director, Fenwick & West Tyler Newby, Partner, Fenwick & West

Harmonizing Your Access Requests: Localizing your GDPR Processes for CCPA Room 309

Amanda Witt, Partner, Kilpatrick Townsend Aruna Sharma, Assistant General Counsel & DPO, Turner Broadcasting System Ami Rodrigues, Privacy Counsel, The Americas, Coca-Cola

Updates on HIPAA Policy and Enforcement

Room 310 Adam Greene, Partner, Davis Wright Tremaine Marissa Gordon-Nguyen, Senior Advisor for HIPAA Policy, HHS Office for Civil Rights, U.S. Department of Health and Human Services

CCPA, New US Privacy Laws and Interest Based Advertising

Room 311 Alan Friel, Partner, BakerHostetler Leigh Freund, CEO, NAI Michael Hahn, General Counsel, IAB



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Common Areas of Implementation

Compliance & Security Vendor Risk Analysis California Consumer Privacy Act Cyberbreach Incidence Response M&A Due Diligence GDPR Compliance



The Ethics for Automated Systems - What Should an Ethics Board Do? Room 403 Chloe Autio, Policy Analyst, Intel

Sara Jordan, Assistant Professor, Virgina Tech Jeremy Greenberg, Policy Fellow, Future of Privacy Forum

09:50 a.m. – 10:10 a.m.

Break

Tue, Oct 15

Grand Ballroom

10:10 a.m. - 11:10 a.m.

Session 2

Tue, Oct 15

Artificial Intelligence and "Big Data" as Privacy Tools, Rather Than Privacy Threats Room 301 Robert Lord, Co-Founder and President, Protenus Matthew Fisher, Partner, Mirick O'Connell

The Evergreen Privacy Program: How to Move Beyond the CCPA and GDPR Compliance Dates and Structure and Get Budget for More Everlasting Programs Room 302

Teresa Troester-Falk, Chief Privacy Strategist, Nymity Rachel Glasser, Chief Privacy Officer, Wunderman Thompson Britanie Hall, Senior Associate, Hogan Lovells

The Tale of Multi-Jurisdiction Privacy Laws

Room 307 Debra Bromson, Assistant General Counsel, AAA Club Alliance K Royal, Director, Privacy Consulting, TrustArc Margaret Gloeckle, VP, Privacy & Compliance Counsel, A+E Networks Victoria Beckman, Partner, Frost Brown Todd Ashley Slavik, Data Protection Officer and Lead Data Counsel, Veeva Systems

New Challenges in Preparing For And Defending Against Breach Litigation Room 308

Jon Knight, Attorney, Boies Schiller Flexner Michael T. Borgia, Vice President, Aon's Cyber Solutions (formerly Stroz Friedberg) Dan Gerken, Associate General Counsel, Americas, Vertiv

The Notice Trap: When and How to "Inform," Provide "Explicit Notice," and "Disclose" Under the CCPA

Room 309 Bret Cohen, Partner, Hogan Lovells Warren Allen, Associate General Counsel, Diligent Corporation Ray Sardo, Senior Counsel, Privacy and Compliance, Credit Karma

When Working with Third Parties - It's a Rocky Road

Room 310 Jennifer Lorentz, Senior Counsel Privacy & Data Protection, Mastercard Jennifer Mailander, Dep. Gen. Counsel Data Privacy & Cybersecurity, Fannie Mae Libbie Rozofsky, VP, Chief Privacy Officer, Fannie Mae Orrick is proud to support the

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The Consumer-Facing CCPA Data Inventory Room 311 Steven B. Roosa, Head of NRF Digital Analytics & Technology Assessment Platform, Norton Rose Fulbright David LeDuc, Vice President, Public Policy, Network Advertising Initiative Jennifer Derke, Director of Product, Programmatic/Automation, IAB Tech Lab

11:30 a.m. - 12:30 p.m.

Session 3

Tue, Oct 15

Corporate Law Meets Data Law: Advanced Problems in Due Diligence for Privacy and Security Advisors

Room 301 Jennifer Archie, Partner, Latham & Watkins Eric Friedberg, Exec. Chairman, Aon's Cyber Solutions (forrmerly Stroz Friedberg)

The Coming Flood of CCPA Class Litigation: What You Can Do to Mitigate Your Risk

Room 302 Ian Ballon, Shareholder, Greenberg Traurig Ray Sardo, Senior Counsel, Privacy and Compliance, Credit Karma Kim Richardson, Assist. General Counsel, Privacy, Advertising & Marketing, Mattel

Solving the Hardest Parts of CCPA: What Needs to Be Done Now Room 307

Aaron Ting, Lead Counsel, Product & Privacy, Facebook Lael Bellamy, Director, Privacy & Cybersecurity, Fenwick & West (Moderator) Tiffany Morris, General Counsel & Vice President of Global Privacy, LOTAME Michael McCullough, Chief Privacy Officer & Data Risk, Macy's

The Changing Nature of the FTC's Privacy and Data Security Orders, the Rising Specter of Individual Liability, and the Future of FTC Authority and Enforcement Room 308

D. Reed Freeman, Co-Chair, Privacy and Cybersecurity Practice Group, WilmerHale **Nicole Ewart,** Counsel, Privacy and Cybersecurity Practice Group, WilmerHale **Alexis Goltra,** Vice President, Legal & Chief Privacy Officer, Oracle Corporation

What Should/What Would a Federal Privacy Law Look Like?

Room 309 Jeff Brueggeman, VP, Global Public Policy, AT&T Michelle Richardson, Director, Privacy & Data Project Center for Democracy & Technology Denise Zheng, VP, Business Roundtable Travis Hall, Telecommunications Policy Specialist, National Telecommunications and Information Administration

Decoding The AdTech Privacy Puzzle

Room 310 Steven Wernikoff, Partner, Honigman Erica Walker, Privacy Counsel, Viacom Aaron Goodman, Senior Counsel II, Publicis Groupe Julie Mayer, Senior Privacy Manager, Microsoft

Best Practices for Preparing a Ransomware-Related Cyber Incident Response Plan

Room 311 Peter Marta, Partner, Hogan Lovells Anthony Ferrante, Senior Managing Director, FTI Consulting Christopher Leone, Supervisory Special Agent, U.S. Secret Service Albert Murray, Assistant Section Chief, FBI Douglas Bloom, Executive Director, Head of Cybersecurity & North American Privacy and Data Protection Law, Morgan Stanley

Moving Target: Understanding the Implications of CCPA 9/2019 Amendments and Draft AG Rules for Your CCPA Program Room 403

Jim Halpert, Partner, DLA Piper Karen Nash-Goetz, Vice President and Senior Legal Counsel, T. Rowe Price

12:30 p.m. - 01:30 p.m.

Lunch Grand Ballroom

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Tue. Oct 15

01:30 p.m. – 2:30 p.m.	Data Protection Law in the US and EU: The GDPR and Beyond Grand Ballroom Rebecca Kelly Slaughter, Commissioner, Federal Trade Commission Stefan Brink, Data Protection Commissioner, Baden-Württemberg, Germany Paul Schwartz, Jefferson E. Peyser Professor, University of California Berkeley School of Law (moderator)
2:30 p.m. – 03:30 p.m.	Session 4 Digital Health Privacy: OCR and FTC Perspectives Room 301 Reece Hirsch , Partner, Morgan, Lewis & Bockius Linda Sanches , Senior Advisor for HIT and Privacy Policy, Department of Health and Human Services Elisa Jillson , Attorney, Federal Trade Commission
	Third Party Risk Management: Lifting the Security of Small Firms Room 302 David Sheidlower, CISO, Turner Construction Vikas Bhatia, CEO, JustProtect Antony Kim, Partner, Orrick
	The Globalization of Criminal Evidence Room 307 Peter Swire, Georgia Tech Scheller College of Business, Sr. Counsel, Alston & Birc Jennifer Daskal, Professor, American University Washington College of Law Richard Downing, Deputy Assistant Attorney General, Department of Justice
	Data Confidentiality: Protecting Assets and Recovering from Data Breaches Room 308 Anne Townsend, Principle Cybersecurity Engineer, National Cybersecurity Center

Anne Townsend, Principle Cybersecurity Engineer, National Cybersecurity Center of Excellence, NIST
Katie Boeckl, Privacy Risk Strategist, NIST
Shane Whitlatch, General Manager, Healthcare, FairWarning
Sue Wang, Principal Infosec Engineer/Scientist, MITRE

How Local Regulation of Disruptive Technologies Can Threaten Privacy

Room 309 Jacob Sommer, Shareholder, ZwillGen Marc Zwillinger, Founder, ZwillGen Brian Kyuhoon No, Head of Public Policy, Spin Benjamin Wiseman, Director, Office of Consumer Protection, Office of the Attorney General for the District of Columbia Michelle Richardson, Dir., Privacy & Data Project, Ctr. for Democracy & Technology

East and West: Blockchain and Compliance Strategies for Global Privacy Programs Room 310 Samuel Yim, Senior Foreign Attorney, Kim & Chang Kai Westerwelle, Partner, Bird & Bird

Operationalizing Data Subject Rights for CCPA: Connecting the Privacy Office with IT

Room 311 Jeremy Nazarian, Senior Vice President, BigID Naomi Lefkovitz, Senior Privacy Policy Advisor, NIST David Verhey, Partner, Dunlap, Bennett & Ludwig

GDPR and CCPA Aftermath - Operationalizing Incident Response & Reasonable Security

Room 403 Flora Garcia, Global Chief Privacy Officer, McAfee Kenia Rincón, Privacy and Cybersecurity Director, Fenwick & West (moderator) Derek Care, Legal Director II, Privacy, Uber Mary-Elizabeth Hadley, Lead Counsel, Privacy, Facebook

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03:30 p.m. - 04:00 p.m.

Ice Cream Break

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04:00 p.m. - 05:00 p.m.

Session 5

Tue. Oct 15

Tue, Oct 15

Beyond CCPA: Designing a Privacy Program for the Future Room 301 Melissa Maalouf, Shareholder, ZwillGen Kandi Parsons, Shareholder, ZwillGen Matt Scutari, Privacy Director, Optimizely James Trilling, Attorney, Division of Privacy and Identity Protection, FTC

A Path to Anonymization: Through the Telecom and Health Lenses

Room 302 Tim Tobin, Partner, Hogan Lovells Kelsey Finch, Senior Policy Counsel, Future of Privacy Forum Ilya Vasilenko, Data Protection Officer, Starmind Khaled El-Emam, CEO, Privacy Analytics

Overhauling Your Data Privacy Program: How to Tackle Emerging Legislation, Looming Data Breaches, and Increased Enforcement Room 307

Caitlin Potratz Metcalf, Senior U.S. Associate, Linklaters Mary Stone Ross, Principal, MSR Strategies Bari Guttman, Global Compliance, PVH Corp.

Sharing Health Data: Challenges and Solutions Room 308

Deborah Gersh, Partner, Ropes & Gray Sandra Parker, General Counsel & Chief Privacy Officer, Manifest Medex Daniel Guggenheim, Deputy General Counsel, Hill Physicians Medical Group Raegan McClain, Chief Compliance Officer, OptiNose

Working Toward CCPA Consensus in the Digital Advertising Industry – Lessons Learned from the GDPR and Industry Guidance

Room 309 Natasha Kohne, Partner, Akin Gump Michael Hahn, General Counsel, IAB Alice Lincoln, Vice President of Data Policy & Governance, MediaMath

The Impact of CCPA and GDPR on Privacy Engineering Room 310

Sagi Laizerov, Senior Vice President, DataGuise Mike Tibodeau, Operations Manager, Data Protection & Privacy, Cisco

The Robocall Epidemic: Leveraging Technology and Legislative Solutions to Maintain Cell Phone Privacy Room 311 Divya Gupta, Partner, Dorsey & Whitney Jeremy Gladstone, Director, Assistant General Counsel, CapitalOne

Beware the Dark [Patterns] Side: Thinking Creatively about User Experience without Sacrificing Compliance Room 403 Dona Fraser, Director, CARU, BBB National Programs Tom Canfarotta, Director of Strategic Accounts & Client Quality Services, Veratad Technologies Kathy Carpenter, Sr. Attorney, Privacy & Data Security, The Pokémon Company Int'l

05:00 p.m. - 6:00 p.m.

Reception Sponsored by Linklaters Grand Ballroom

Tue, Oct 15



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Forum Day 2 – Wednesday, Oct 16

08:50 a.m. – 09:50 a.m.

Session 6

Wed, Oct 16

Individual Rights Requests Under GDPR and CCPA - How to Stand Up a Program and Reduce the Risks of Data Breach Liability Room 301

Justin Antonipillai, Founder & CEO, WireWheel.io Heather Sussman, Partner, Orrick

M&A 2019-2020: Cyber/Privacy Diligence After Verizon and Marriott

Room 302 Randy Sabett, Special Counsel, Cooley Sean Weppner, Chief Strategy Officer, Nisos Daniel Alvarez, Partner, Willkie Farr & Gallagher

Is the GDPR Working?

Room 307 Stefan Brink, Data Protection Commissioner, Baden-Württemberg, Germany Niko Härting, Partner, HÄRTING Rechtsanwälte, Germany Jon Neiditz, Partner, Kilpatrick Townsend & Stockton

Demystifying the Role of AI in Privacy Management

Room 308 Darren Abernethy, Senior Counsel, TrustArc Margaret Gloeckle, VP, Privacy & Compliance Counsel, A+E Networks Ravi Pather, Vice President, CryptoNumerics Hilary Lane, former Chief Privacy Officer, NBCUniversal

Exceptions to the CCPA's Right of Deletion, Explained Room 309

Amy Carlson, Senior Privacy Counsel, Motorola Katrina Judge, Stoel Rives Maggie Martin, Assistant General Counsel, Capital One Dustin Berger, Of Counsel, Stoel Rives (moderator)

Appointing DPOs and EU Representatives under the GDPR: Lessons After a Year Room 310

Gonca Dhont, Managing Director, DPO Network Europe Tim Bell, Managing Director, DPR Group

Implementing the CIS Critical Security Controls for the CCPA and Other Laws

Room 311 Bill Dixon, Associate Managing Director Cyber Risk, Kroll Soleil Dolce, VP Information Security, Wells Fargo Cody Wamsley, Associate Attorney, Dorsey & Whitney

Incident Response as Team Sport: Emerging and Best Practices Room 403

Gerry Stegmaier, Partner, Reed Smith Neva DePalma, Gen. Counsel, VP of Customer Success, Privacy Officer, RadarFirst Sam Rubin, Vice President, Crypsis

Forum Day 2 – Wednesday, Oct 16

09:50 a.m. – 10:10 a.m.

Break

Grand Ballroom

10:10 a.m. - 11:10 a.m.

Session 7

Wed, Oct 16

Wed, Oct 16

Secondary Uses of Health Data for Research and Development Purposes Room 301 David Peloquin, Attorney, Ropes & Gray Joanna Bergmann, Senior Associate General Counsel, Northwell Health Brett Silton, Assistant General Counsel, Verana Health

Data Transfer Mechanisms: Where Do We Go From Here? Room 302 Guilherme Roschke, Counsel for Int'l Consumer Protection, FTC Eduardo Ustaran, Partner, Hogan Lovells Maureen Dry-Wasson, Exec Dir. Grp. Gen. Counsel & Global Privacy Officer, Allegis Kyle Florence, Sales Manager, DataGuidance by OneTrust

De-identification From the Practitioner's Perspective Room 307 David Keating, Partner, Alston & Bird Manuel Bauer, Senior Privacy Counsel, McDonald's

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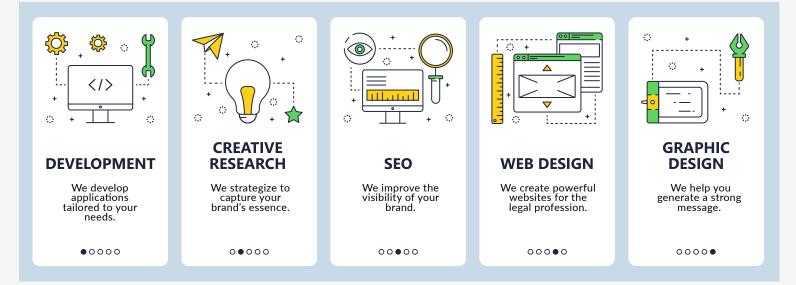
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Forum Day 2 – Wednesday, Oct 16

Your Data Map's Missing Piece: Why Third-Party Risk Management is Key Room 308 Jason Sabourin, Vendor Risk Management Product Manager, OneTrust

Doron Goldstein, Partner, Katten

The Sleeping Giant Awakes: The SEC Pursues New Cybersecurity and Data Privacy Cases Against U.S. Listed Companies Room 309

Doug Davison, Partner, Linklaters Mark Keene, Associate General Counsel, Bank of America Merrill Lynch John Reed Stark, Digital Compliance Consultant, Former Chief, SEC Office of Internet Enforcement

Dynamic Duo – Privacy Threat Modeling and Context Diagramming in the SDLC Room 310

Denise Schoeneich, Privacy Engineer, Intel CorporationJonathan Fox, Director, Privacy Engineering & Strategy/Planning, CiscoR. Jason Cronk, Privacy and Trust Consultant, Enterprivacy Consulting Group

Developing a Multi-Jurisdictional Approach to Privacy Laws





K Royal, Director, Privacy Consulting, TrustArc

Prof Daniel Solove: I'm thrilled to interview K Royal, Senior Director, Western Region, Privacy, at TrustArc. K has had a long career in privacy law, having served as privacy counsel for several companies. She's also an adjunct professor at Arizona State University.

Prof Solove: What is the need for a multi-jurisdictional approach to privacy laws?

K Royal: With the European Union's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other laws such as the Brazilian General Data Protection Law ("Lei Geral de Proteção de Dados" or "LGPD"), businesses must be prepared to comply with a variety of laws around the world. Privacy is a complex, multi-level, comprehensive concept which is now being regulated in more than 130 countries with more than 500 privacy laws. To be successful in complying with so many laws, businesses must develop a multi-jurisdictional approach to privacy laws that is consistent and predictable yet also not one-size-fits-all.

Prof Solove: Can a company just set one high bar and just treat all personal data the same?

K Royal: Yes, a company can set a high bar and treat all personal data the same, but a company might have a significant business advantage if it treats a particular country's personal data differently than it does another country's data where the requirements differ. If all data is treated the same, then nuances may get missed in different laws, which may require specific management for certain types of data. But a big challenge is that managing all data according to localized requirements is hard to sustain over time.

"If all data is treated the same, then nuances may get missed in different laws, which may require specific management for certain types of data."

Prof Solove: So, what can companies do?

K Royal: A company would need to take one of two approaches to be successful. The first option is to set a single high-bar privacy program based on a strong regime like the GDPR and then make a robust number of exceptions. The second approach is a multi-jurisdictional

custom approach where a company designs its own internal policy for data protection with localized activities. The key to success for either approach is having a knowledgeable professional with the right tools and the authority to design and manage a program properly taking into account the business appetite for risk and the regulatory environment in which the company operates. The days of managing privacy with spreadsheets and pen and paper are over for all but the most minimal of programs. To go beyond a simple onesize-fits all approach, a privacy professional must have a strong understanding of the many different privacy laws of relevant jurisdictions. Key areas of difference to focus on include what constitutes sensitive data. limits on automated data processing, legitimate bases for processing data, and the rules of consent, among other things. Privacy professionals must know how various laws address these important issues and then operationalize them across the company.

Prof Solove: What does a company need to make its global privacy program a success?

K Royal: A successful privacy program starts with people. Privacy professionals must have the knowledge and experience to understand the different requirements of different jurisdictions as well as have a deep understanding of their companies. There are resources to help privacy professionals learn about different privacy laws. Privacy must extend beyond the privacy professionals. Privacy should be embedded throughout the organization. The education and awareness components of a privacy program are substantial. People who touch personal data on any level need to understand their responsibilities when it comes to that personal data and know when to consult the privacy professionals.

Prof Solove: What advice would you give to privacy professionals to deal with the privacy laws of many different jurisdictions?

K Royal:

- Subscribe to a trusted resource for updates or a few. Do not subscribe to a lot; it can get overwhelming and confusing.
- Invest in professional development. The privacy field moves quickly and involvement in conferences, webinars, published articles will help you stay current.
- Make sure you are connected throughout the company and are aware of questions, assumptions, projects, and changes.
- Learn how to speak with authority on technology and security. ◆

Forum Day 2 – Wednesday, Oct 16

Vendor Management Best Practices: Do's and Don'ts Room 311 Ari Waldman, Professor, New York Law School Anna Zeiter, Chief Privacy Officer, eBay Caroline McCaffery, CEO & Co-Founder, ClearOPS

Market Research and Big Data vs. CCPA and DSARS

Room 402-404 Gary Kibel, Partner, Davis & Gilbert Rachel Glasser, Chief Privacy Officer, Wunderman Thompson Kim Smouter-Umans, Head of Public Affairs and Professionals Standard, ESOMAR

11:10 a.m. – 11:30 a.m.

Break Grand Ballroom

Wed, Oct 16

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Your Data Map's Missing Piece:

Why Third-Party Risk Management is Key

Wednesday, October 16 10:10 a.m. – 11:10 a.m. Session 7

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Forum Day 2 – Wednesday, Oct 16

11:30 a.m. - 12:30 p.m.

Session 8

Wed, Oct 16

GDPR Extraterritoriality—Industry Perspectives and Best Practices for Operationalizing Global Compliance Room 301 Corey Dennis, Director of Privacy & Counsel, PPD James Koenig, Co-Chair, Privacy & Cybersecurity Practice, Fenwick & West Suzy DeVane, Data Privacy Manager, NCR Corporation Lauren Kitces, Associate, Squire Patton Boggs Barbara Lawler, VP, Chief Privacy and Data Ethics Officer, Looker

California Consumer Privacy Act Exemptions: Illusory or Real? Room 302

Nancy Perkins, Counsel, Arnold & Porter Jill Whitby, Vice President and Assistant General Counsel, First Republic Bank Kate Godfrey, VP, Chief Compliance and Privacy Officer, Adaptive Biotechnologies

Data Ethics and Privacy Engineering

Room 307 Lourdes Turrecha, Founder and CEO, PIX LLC Michelle Dennedy, Chief Executive Officer, DrumWave

The Security Implications of New and Emerging Privacy Laws Room 308

Kaylee Cox Bankston, Counsel, Manatt, Phelps & Phillips Liz Heier, Director, Global Data Privacy, Garmin International Drew Bagley, VP & Counsel, Privacy & Cyber Policy, CrowdStrike

Contract Risk Analysis: Data Breach/Incidence Response Management Room 309

Andrew Serwin, Partner, DLA Piper Rick Borden, Counsel and Chief Privacy Officer, White & Williams Debra Bromson, Assistant General Counsel, AAA Club Alliance Michael Wade, CTO, Planet Data Solutions

Privacy and Data Governance Challenges for Financial Institutions Room 310

Al Raymond, Executive Director, Privacy Compliance Lead, JPMorgan Chase Helen Beckschi, US Privacy Officer, Wells Fargo Anne Fealey, Global Chief Privacy Officer, Citi Todd Ruback, Director, Promontory Financial Group, an IBM Company (moderator)

The Emerging European Framework for Al Room 311

Raphaël Dana, Partner, Frieh Associates, France João Rodrigues, Sr. Adviser, European Parliament Liasion Office in Washington, D.C. Lisl Brunner, Director, Global Privacy Policy, AT&T



Entering the New Age of Privacy in the U.S.: Learning from GDPR



Daniel Barber CEO DataGrail

Prof Daniel Solove: I had the chance to interview Daniel Barber, CEO and Co-founder of DataGrail. DataGrail is a purpose-built privacy management platform that ensures sustained compliance with the GDPR, CCPA, and forthcoming regulations. Their customers span a variety of industries and include Databricks, Plexus Worldwide, Tri Pointe Homes, Outreach, Intercom, and SaaStr.

Daniel and I spoke about the lessons we've learned one year on from GDPR and how companies can apply those lessons as they think about CCPA and laws like Nevada's SB 220.

Prof Solove: Given it's been one year, what do you think are the biggest learnings from GDPR that companies should take into consideration as they ready themselves for U.S. privacy regulations?

Daniel Barber: We recently conducted a survey of 300 legal and privacy professionals to evaluate the impact of the GDPR on their organizations and understand how they're preparing for U.S. regulations. Half of all surveyed companies self-reported missing the May 25, 2018 GDPR deadline, and most took seven months or longer to achieve compliance. Over a year later and only months until Nevada's SB 220 and California's CCPA deadlines, most privacy professionals have started preparing again but admit their systems won't scale with new privacy regulations. If we learned anything it's that a successful privacy management program requires a new approach in both culture and technology, and plenty of lead time to implement both.

Prof Solove: In your opinion, who needs to be involved in a privacy compliance program from an organization?

Daniel Barber: It's a good question that I see organizations still trying to figure out. We had an in-house counsel tell us once, "people think privacy is a legal problem, but it's really everyone's problem." So although we talk to legal and security teams daily, we're being brought in by marketers and operations teams frequently as well. Privacy programs need to encompass a three-pronged people, practices, and platform approach to ensure continuous compliance.

Prof Solove: Your survey revealed that many organizations are struggling to comply with the GDPR. What are some of the problems?

Daniel Barber: We've seen nightmare scenarios where companies are managing privacy management in

spreadsheets and manually updating new systems based on word-of-mouth or departmental surveys. Not only is this a tedious job for someone in the organization to own, it's also risk-prone and unscalable. I think we'll see more and more organizations turn to technology to reduce risk and allow their employees to refocus on their core business rather than the noise of ever-changing regulations.

Prof Solove: What's the number one piece of advice you have for companies readying themselves for CCPA and forthcoming U.S. regulation?

Daniel Barber: Above all, prepare your team for a cultural and technology shift. Privacy is here to stay, and there will be a global standard, similar to what we see with industry standards like ISO or HIPAA for healthcare. Right now we're seeing regional regulations pop up, but companies who get ahead of the game and prepare now will be in a better position as larger federal and global regulations come onto the scene. Companies that build the foundation now, particularly with scalable systems and processes, will provide trust and transparency for their customers.

Prof Solove: In your survey, more than half of the respondents said that they had 20 or more people involved in a single data subject request. This is quite stunning. What are the implications of this finding?

"Half of all surveyed companies self-reported missing the May 25, 2018 GDPR deadline, and most took seven months or longer to achieve compliance."

Daniel Barber: We must apply more innovation and technology to compliance. There's an enormous potential for human error in compliance. But compliance doesn't need to be complex. When founding DataGrail, we aimed to provide a real-time inventory of systems containing personal data, the foundation for a truly effective privacy program. Without an integrated approach, there's a significant risk of human error. We merge secure identity and privacy management to automate a lot of work that was previously done manually and prone to human error. It really is possible to simplify and automate some of the most challenging aspects of privacy compliance. ◆

Forum Day 2 – Wednesday, Oct 16

Criminal Creativity = Complexity and Cost Room 402-404

Darius Wood, Breach Response Services Manager, Beazley Bruce Radke, Shareholder, Polsinelli Adam Hart, Associate Principal, Forensic Services, Charles Rivers Associates

12:30 p.m. - 01:30 p.m.

Lunch Grand Ballroom

Wed, Oct 16

01:30 p.m. – 2:30 p.m.

Plenary Keynote

Wed, Oct 16

Wed, Oct 16

Perspectives on a Federal Privacy Law: The View from Inside the Beltway Room Grand Ballroom Cameron Kerry, Tisch Distinguished Visiting Fellow, Brookings Institute Neema Singh Guliani, Senior Legislative Counsel, ACLU Aaron Cooper, VP, Global Policy BSA/Software Alliance Daniel Solove, John Marshall Harlan Research Professor, George Washington University Law School (moderator)

2:30 p.m. - 03:30 p.m.

Session 9

The Evolution of FTC Consent Decrees Room 301 Terrell McSweeny, Partner, Covington & Burling Svetlana Gans, VP & Associate General Counsel, NCTA, The Internet & Television Association

Benchmarking Global Data Protection Compliance

Room 302 Mark Schreiber, Partner, McDermott Will & Emery Ashley Winton, Partner, McDermott Will & Emery

Putting a Price on Privacy

Room 307 Edward McNicholas, Partner, Ropes & Gray Paul Rosenzweig, Senior Fellow, R Street Institute, Principal, Red Branch Consulting Cameron Kerry, Tisch Distinguished Visiting Fellow, Brookings Institute Roslyn Layton, Visiting Scholar, American Enterprise Institute, Aalborg University

Developing a Tailored Privacy By Design Program to Fit Your Corporate DNA Room 308

Venora Hung, Privacy Counsel, Genomic Health Monika Tanedo, Contracts & Privacy Program Manager, Genomic Health Michael Hamilton, Chief Privacy Officer, Invitae Edward Hu, Senior Global Privacy Manager, TrustArc

Privacy+ Security Online Courses

Professor Daniel Solove John Marshall Harlan Research Professor George Washington University Law School President & CEO, TeachPrivacy



Professor Paul Schwartz Jefferson E. Peyser Professor U.C. Berkeley School of Law Director, Berkeley Center for Law & Technology



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GDPR & European Privacy Law: Rights, Obligations & Data Transfer



Consumer Data and US Regulation: Statutory Law



Law Enforcement National Security in the US



GDPR: Rights, Obligations & Data Transfer



Forum Day 2 – Wednesday, Oct 16

Data Sharing for Research: Advancing Science While Protecting Privacy Room 309 Mike Hintze, Partner, Hintze Law

Lourdes Turrecha, Founder and CEO, PIX LLC Elaine Sedenberg, Privacy and Data Policy Manager, Facebook Kate Black, Shareholder, GreenbergTraurig

CCPA and Other Potential State Laws – New Burdens on Medical Research and De-Identified Data?

Room 310 Ann Waldo, Principal, Waldo Law Offices Daniel Barth-Jones, Assist. Professor of Clinical Epidemiology, Columbia University

Third Parties and the CCPA: Data Sharing and Selling, Incidents, and Security

Room 311

Grand Ballroom

Gretchen Ramos, Co-Chair Data, Privacy & Cybersecurity Group, Greenberg Traurig **Adriana Beach**, Privacy & Data Protection Counsel, 23andMe

The Washington Privacy Act – What Happened to the Legislation? Can We Expect Another Proposal Next Year?

Room 402-404 Chris Hydak, Attorney, Global Privacy and Data Protection, Microsoft Hunter Ferguson, Partner, Stoel Rives Pam Dixon, Executive Director, World Privacy Forum

03:30 p.m. - 04:00 p.m.

Ice Cream Break

Tue, Oct 16

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