

Determann's Field Guide To Data Privacy Law

International Corporate Compliance,
Fourth Edition

Lothar Determann, Baker McKenzie LLP, Palo Alto, US, Freie Universität Berlin, Germany, University of California, Berkeley School of Law and Hastings College of the Law, US

'Determann's Field Guide to Data Privacy Law was my first foray into the world of data privacy after a client asked if I could advise on this little thing called GDPR back in the day. My well-thumbed copy is still within reach, well after GDPR and several other major privacy regulations have been enacted. The balance between academic information and practical application guidance continues to shape the way I provide value to my clients as a privacy professional.'

– Zainab Hussain, PricewaterhouseCoopers LLC

Companies, lawyers, privacy officers, compliance managers, as well as human resources, marketing and IT professionals are increasingly facing privacy issues. While information on privacy topics is freely available, it can be difficult to grasp a problem quickly, without getting lost in details and advocacy. This is where *Determann's Field Guide to Data Privacy Law* comes into its own – identifying key issues and providing concise practical guidance for an increasingly complex field shaped by rapid change in international laws, technology and society.

New to this Edition:

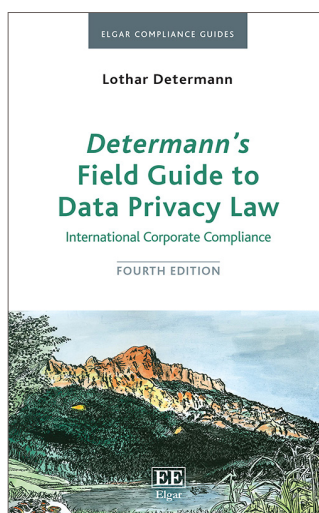
- updated guidance based on EU GDPR enforcement, the California Consumer Privacy Act, the CLOUD Act and other new laws
- in-depth discussion of pros and cons of cross-border transfer compliance mechanisms
- trends, tips and terms for contracts
- roadmap for addressing data subject access and deletion rights
- checklists for marketing and data monetization programs
- guidance for impact assessments and accountability documentation
- information relating to hot topics in privacy such as clinical trials, artificial intelligence, connected cars
- risk mitigation suggestions for product manufacturers

Key Features:

- A–Z of data privacy provides snapshot of key topics
- practical guide to starting, maintaining and auditing privacy compliance programs
- glossaries of key acronyms and terms help the user to navigate through the field
- sample documentation and checklists to ensure the clearest possible guidance
- advice on drafting documentation and tools to complete an end-to-end process
- concise overview of the practical requirements of data privacy compliance worldwide
- clear structure facilitates quick reference.

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Acclaim for previous editions:

'Lothar Determann has done a great service to the field of privacy by providing practical, workable advice for a dynamic and challenging issue. This Field Guide will certainly be a valuable and soon dog-eared, addition to any privacy professional's reference library.'

– J. Trevor Hughes, President and CEO, International Association of Privacy Professionals (IAPP)

'Lothar Determann is Silicon Valley's go-to data privacy expert. Determann's Field Guide to Data Privacy Law is a practical and accessible guide for non-experts. I use it any time I encounter a new data privacy issue.'

– Josh Faddis, Vice President, General Counsel, Veeva Systems Inc., US

'With the proliferation and diversity of privacy risks and international regulatory controls, and the increasingly obvious intersection of data security and privacy, no company can afford to overlook the importance of an up to date and well-tailored global compliance program. For companies doing business in the cloud or transacting with consumers, a well-considered international data privacy compliance program is not only a critical legal and liability control – it is fundamental to earning and maintaining the trust of your customers. In this comprehensive yet concise "Field Guide", Professor Determann has managed to consolidate an enormous breadth of legal requirements and best practices knowledge into a single, definitive reference that should be quite accessible even to non-privacy professionals. As general counsel of a multinational public company, I consider Determann's Field Guide to Data Privacy Law to be a pragmatic and indispensable reference in improving our compliance program, and highly recommend it for anyone looking for clear, practical guidance on establishing or improving their data privacy program!'

– Felix Sterling, Senior Vice President and General Counsel at Trend Micro Inc., Silicon Valley, US

'This book is a timely and welcome addition to the available literature, providing a well structured introduction to the key facets of international data privacy compliance. The guide provides the reader with clear guidance on managing the regulatory risk associated with data privacy compliance, notably in both the EU and the US. The use of checklists and an A-Z chapter are particularly welcome, as is the solution focused approach adopted throughout the guide. I recommend this book as a useful tool for obtaining an understanding of the practical issues thrown up by international data protection compliance.'

– Colin Rooney, Partner, Technology Group, Arthur Cox, Dublin, Ireland

'Determann's Field Guide to International Data Privacy Law Compliance is an indispensable handbook for international privacy professionals. Written by a star lawyer, it explains how to develop and maintain a corporate privacy compliance program. The book manages both to explain the "big picture" of global privacy challenges and to point out relevant details in a clear and concise fashion.'

– Paul M. Schwartz, Berkeley Center for Law & Technology, University of California, Berkeley School of Law (Boalt Hall), US

'Determann has produced an incredibly useful synthesis of privacy law from around the globe. Covering so many divergent international privacy laws could take thousands of pages, but Determann's guide is remarkably concise and practical. With great command of the laws and decades of seasoned experience, Determann finds the common ground and the wisest approaches to compliance. This is definitely an essential reference for anyone who must navigate privacy challenges in the global economy.'

– Daniel J. Solove, George Washington University Law School

'Determann's Field Guide to Data Privacy Law allows privacy professionals to see the light at the end of the tunnel. The overview, practical advice, methodical organization and thoroughness distill down the complex world of international privacy, while also providing the necessary context behind these requirements. A must-have.'

– Jeremy Livianu, Esq., Healthcare Compliance Officer, Associate Director, Legal Affairs, Nevro Corp, US

'Understanding and navigating the complexities of data privacy is of paramount importance for companies. Many in-house practitioners, who graduated from law school before data privacy was taught, feel left behind on this trending area of law. Determann's Field Guide to Data Privacy Law demystifies data privacy by providing practical and sound advice in an easy to navigate format. A must-have reference book for all legal departments.'

– David Tognotti, Vice President and General Counsel, Monster Inc., US

'Understanding and having an awareness of international data protection laws is becoming increasingly essential – not just for privacy professionals – but for everyone in our globally-networked and information-driven economy. True to its title, Determann's Field Guide is a smart, pragmatic, highly personal, and often funny reference that makes short work of simplifying opaque concepts and obliterates legal-jargon. In its eminently readable form, it will empower the uninitiated and deepen the understanding of the seasoned professional.'

– Laura Hamady, Senior Corporate Counsel, Regulatory and Privacy, Groupon Inc., Chicago, US

