

Get Ready for NEW US Privacy Laws - Tools and Tips to Help

▪ PRESENTED BY:



exterro®



GOODWIN



Tonight's Agenda

6:00 – 6:30 | Check-In & Networking

6:30 – 7:30 | Data Privacy Session

7:30 – 9:00 | Networking



Agenda

1. Introductions
2. US Privacy Trends
3. Tools & Tips for Compliance
4. Q & A



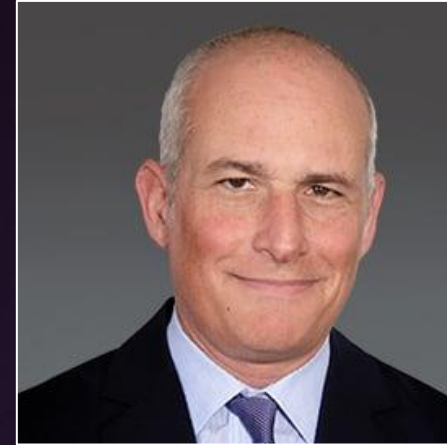
Introductions



Robert Fowler, CIPP/US
Director of Strategic Partnerships
Exterro



Kelley Walsh
Associate General Counsel
New Balance



Omer Tene
Partner
Goodwin Procter LLP



THE ONLY PLATFORM TO
BRING IT ALL TOGETHER



About the 2023 ACC Chief Legal Officers Survey

Created in collaboration with **exterro**

- 892 CLO/GC Participants
 - Across 20 Industries
 - 35 Countries



Most Important Issues to CLOs Surround Data

CLOs rate Cybersecurity, Regulatory Compliance, and Data Privacy as the top three issues based on a scale of 1 to 10 with 10 being very high importance.



State Privacy: Today and Future State



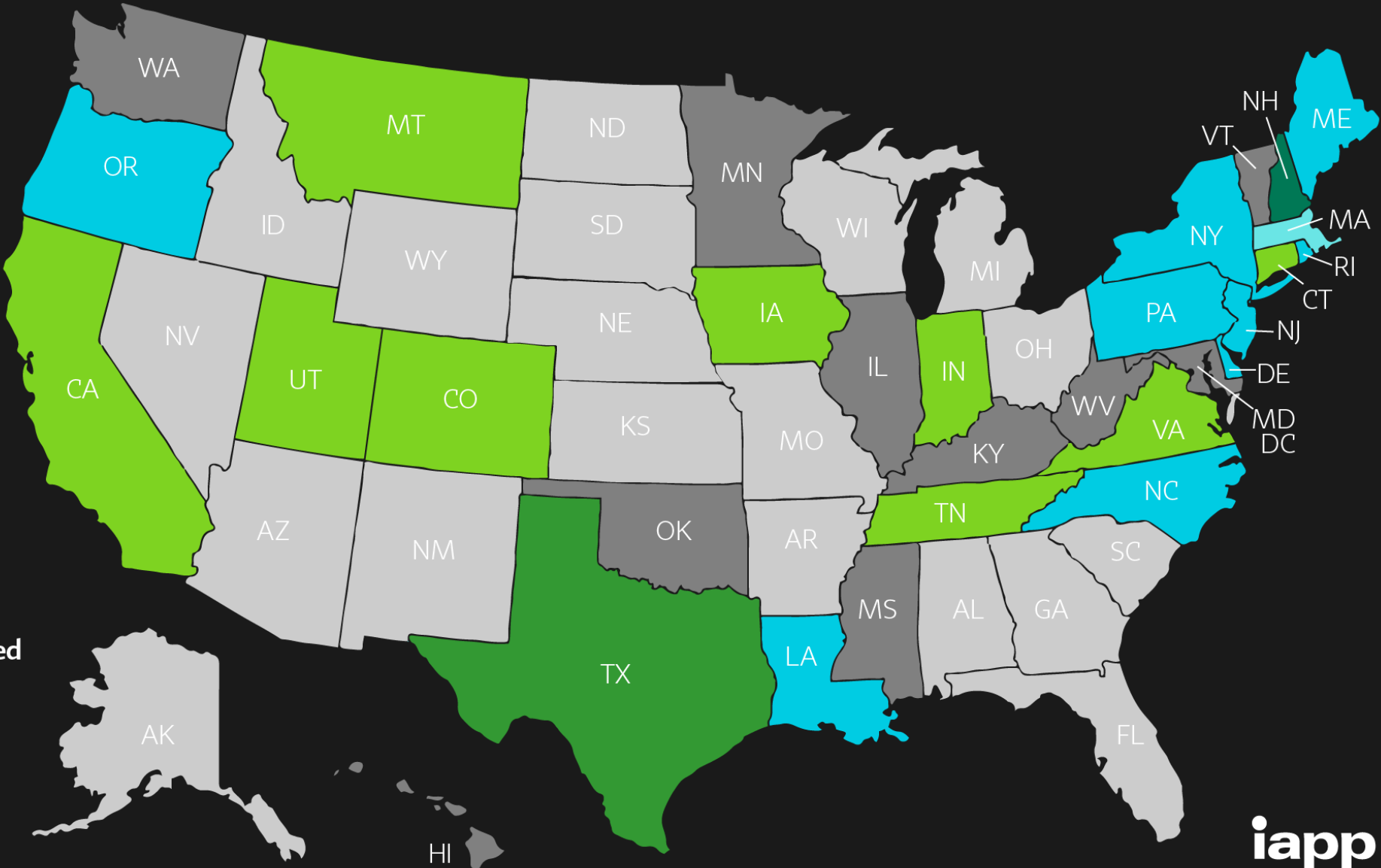
Global Expansion of Privacy Laws



US State Privacy Legislation Tracker 2023

STATUTE/BILL IN LEGISLATIVE PROCESS

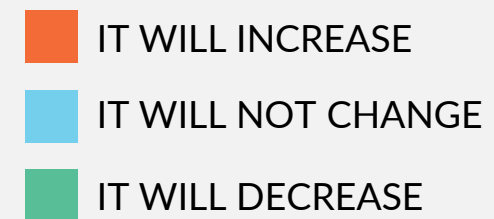
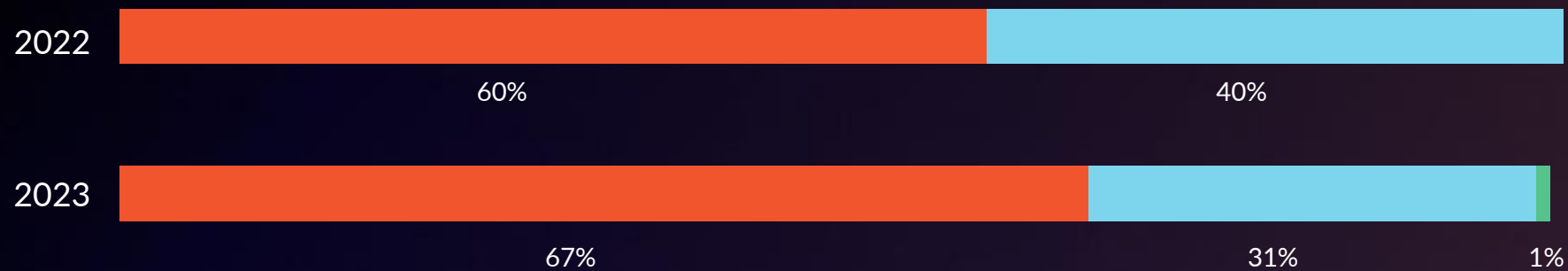
- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced







🔄 Last updated: 5/26/2023

CLOs Expect Enforcement to Increase

How do you anticipate the volume of privacy regulatory enforcement in your industry changing in the next 12 months?



Consumer Rights & Business Obligations

CONSUMER RIGHTS	Right to access	
	Right to correct	
	Right to delete	
	Right to opt out of certain processing	
	Right to portability	
	Right to opt-out of sales	
	Right to opt in for sensitive data processing	
	Right against automated decision making	
	Private Right of Action	
BUSINESS OBLIGATIONS	Notice/transparency requirement	
	Risk assessments	
	Use and retention limitation (Data Minimization)	
	Disclose data retention periods	

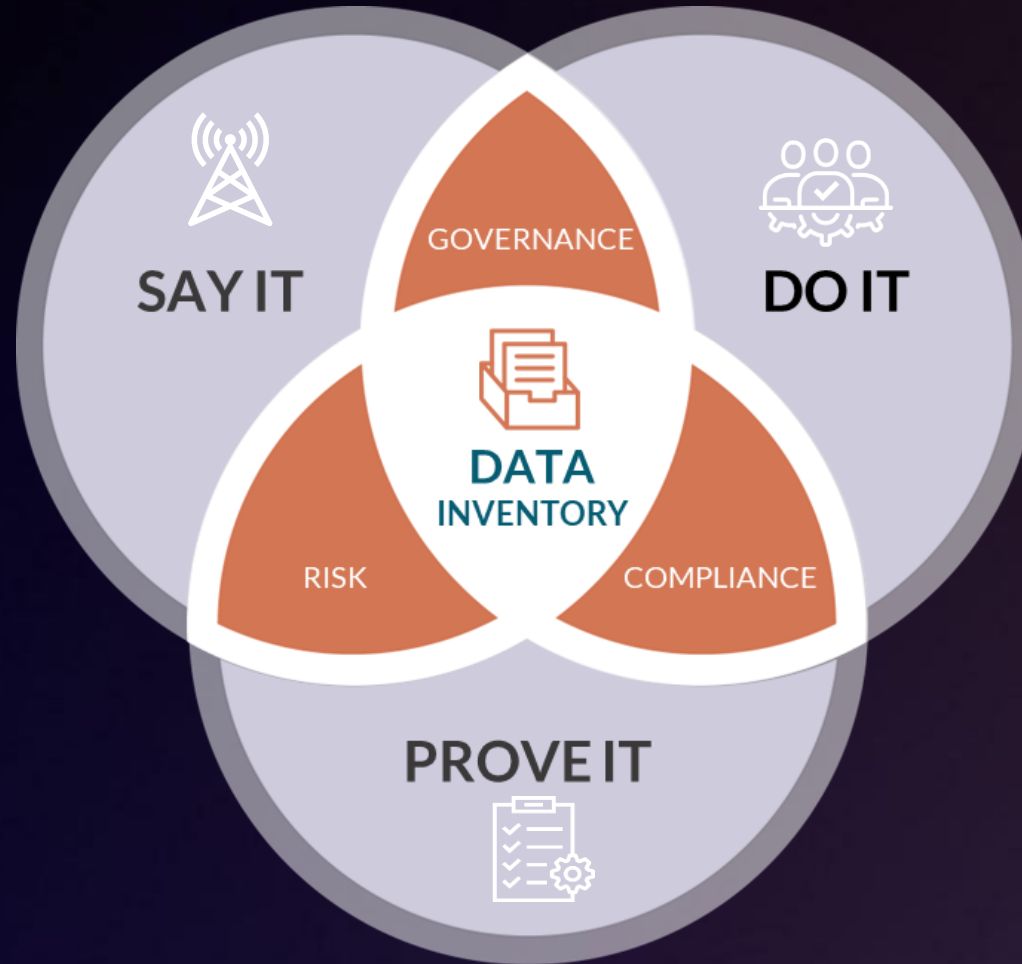


Tools & Tips for Compliance



The Compliance Trifecta

Make clear and transparent statements about your organization's privacy policies and practices.



Implement & follow through on the privacy promises made in your policies and notices.

Be ready and able to demonstrate compliance and accountability.



Know Your Data



Essentials of Mitigating Data Risks



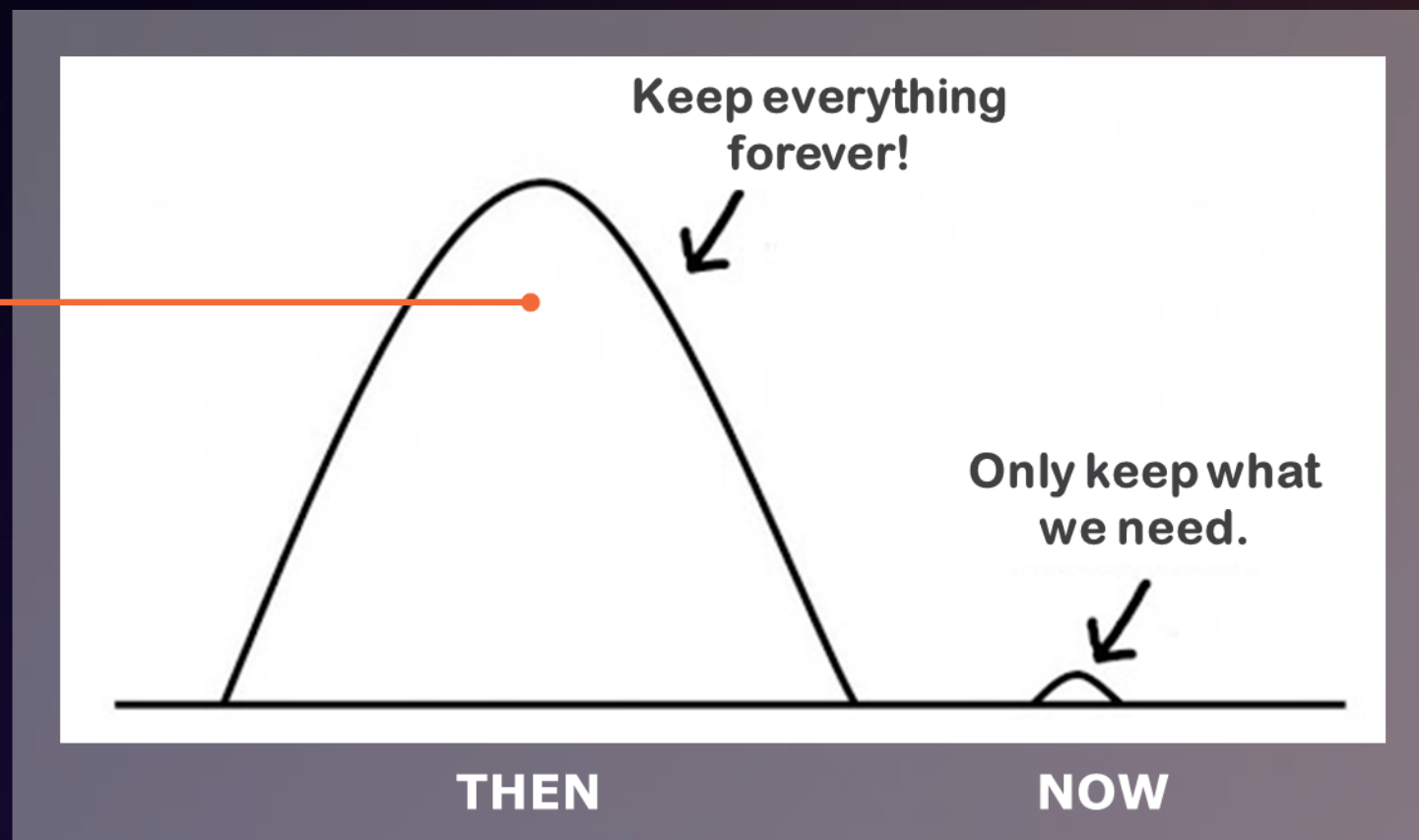
Business Process: Human Resources | Employee Onboarding



Over-Retaining Personal Data is a Liability!

KEY RISKS:

- Data Breach
- Ransomware Attack
- Enforcement Action
- Litigation
- Class Action
- Consumer Requests



Example of Data Retention & Remediation Approach



Data Inventory

Developed in 45 to 60 days

- Record Type Standards
- Applications
- Data Sources
- Media Types
- Locations
- 3rd Parties
- Offline & Paper
- Business Needs

Linked to

exterro
Retention Libraries



RETENTION REGULATIONS



INDUSTRY BEST PRACTICES



SCHEDULING LOGIC

Finalize Retention Schedule



Data Retention

Set Policies & Safe Standards

By Business Function

Finance & Accounting

Human Resources

Quality Control

By Repository

Applications

Oracle DBs

SQL DBs

Apply The Policies



Data Discovery

Prioritize & Scan Data Repositories



Office 365

Confluence

ORACLE



slack

box

Google
Workspace

salesforce

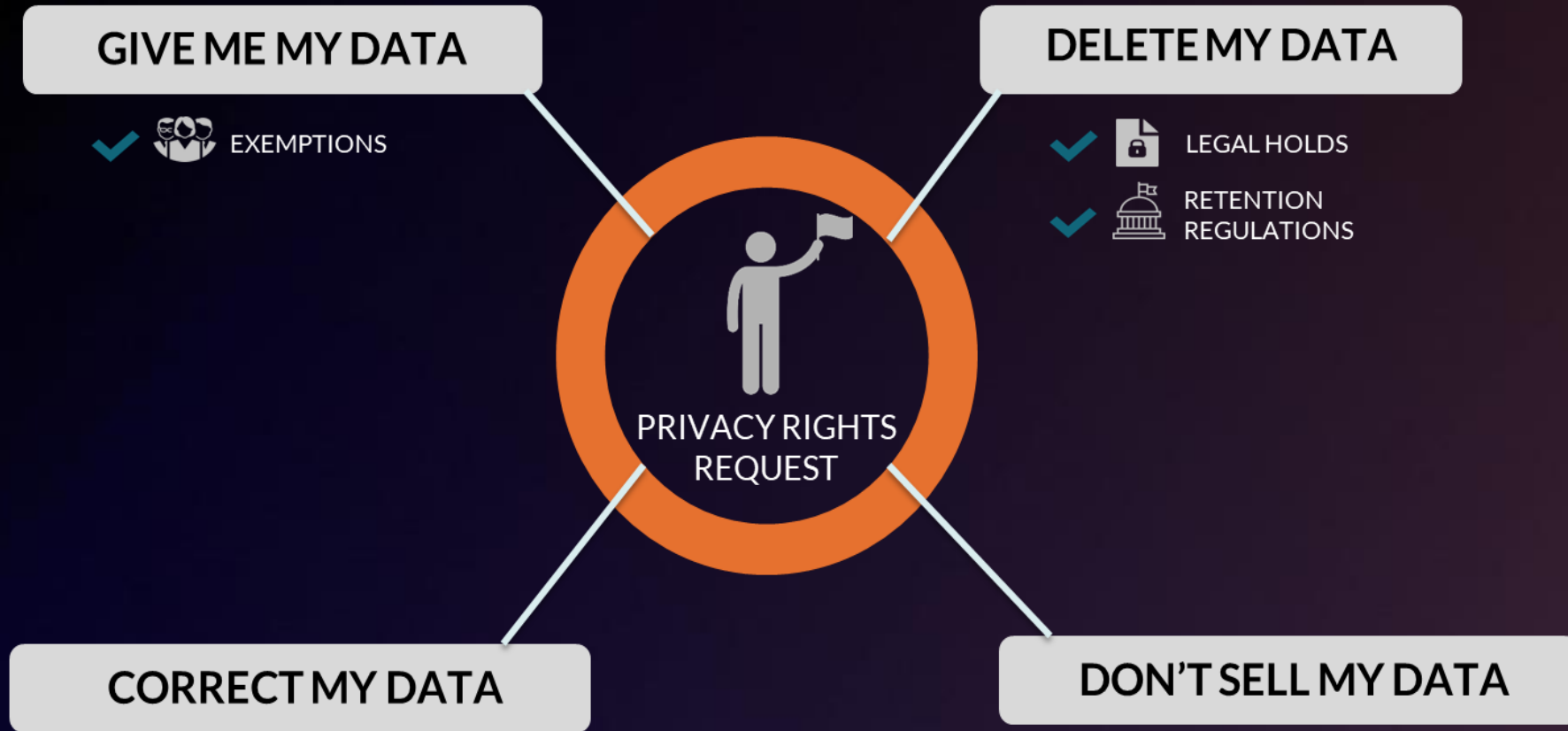
SAP

snowflake

Privacy Rights Requests



Harmonize with Consumer Rights Requests



Right to appeal or lodge a complaint.



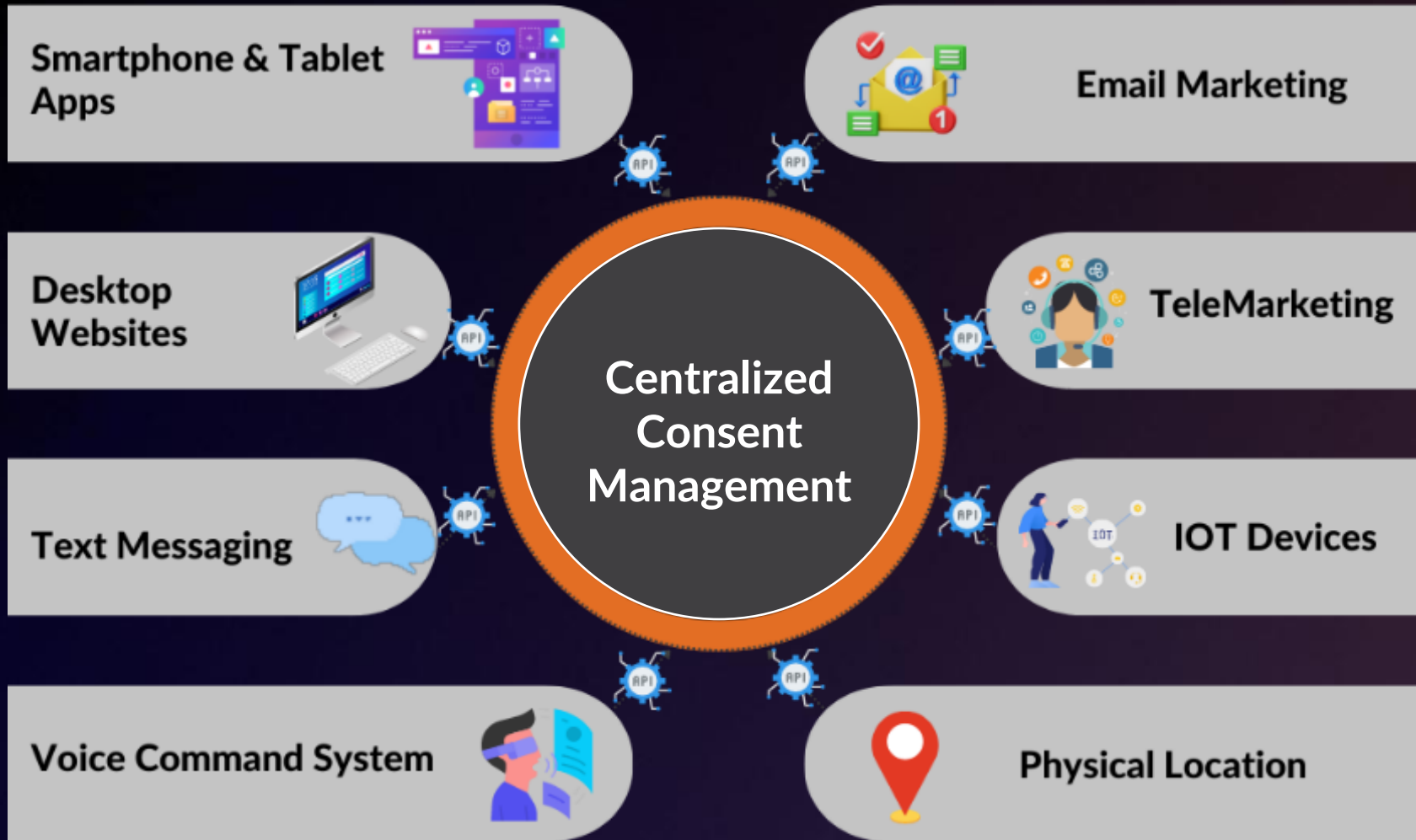
DSAR Workflow



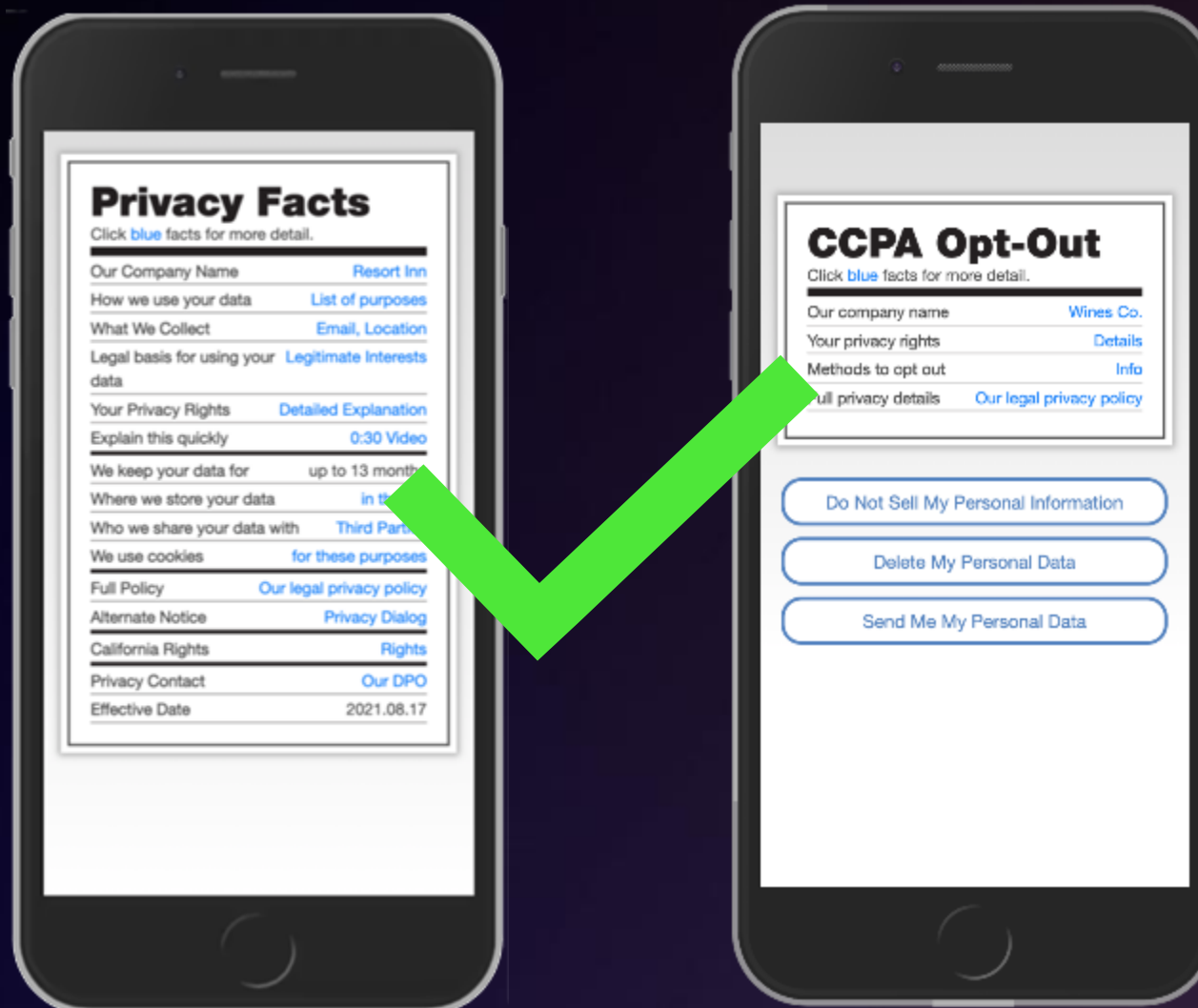
Consent Obligations



Consent Management



Provide Clear & Transparent Privacy Notices



GIVE IT A TRY!

Scan QR Code



Or text:

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to

717.467.3214



Q&A



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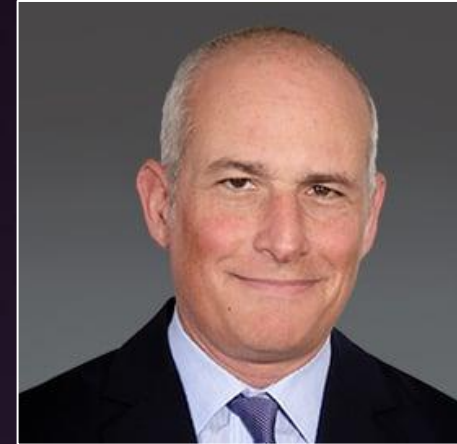


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