



Where Privacy-by-Design Ends and Enforcement Begins: Rethinking Website Compliance in 2025

May 21, 2025

ACC Privacy Summit 2025

Meet Our Panelists!



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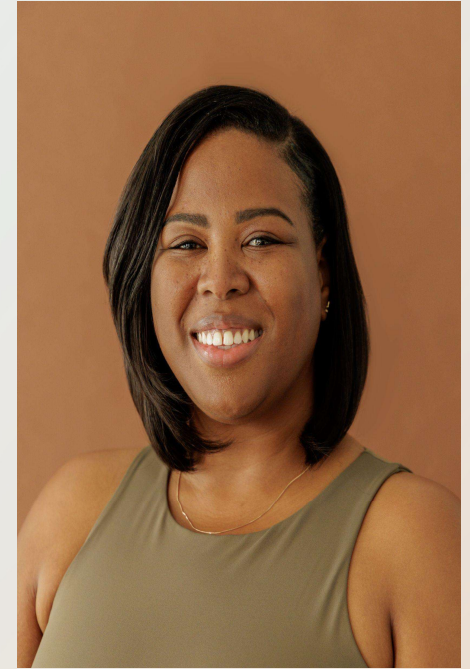
IAB



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Intuit

Roadmap

- Privacy-by-Design
- Regulatory Enforcement & Readiness
- Data Minimization

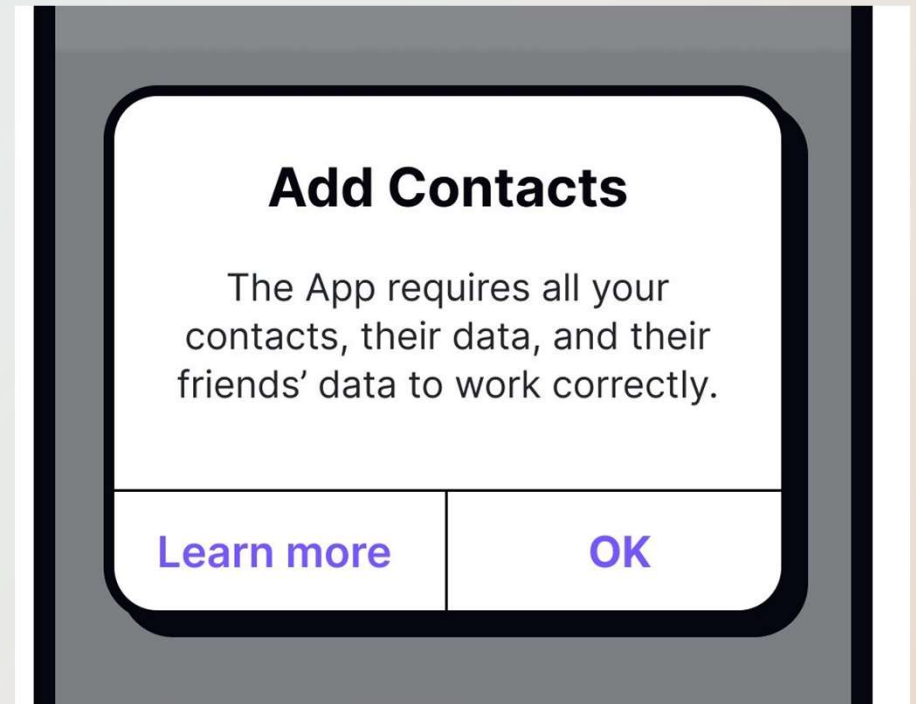
Theme 1: Privacy-by-Design

Dark Patterns, Symmetry & Industry Guidance

Designing for
symmetry and
consent.

Unifying business
units.

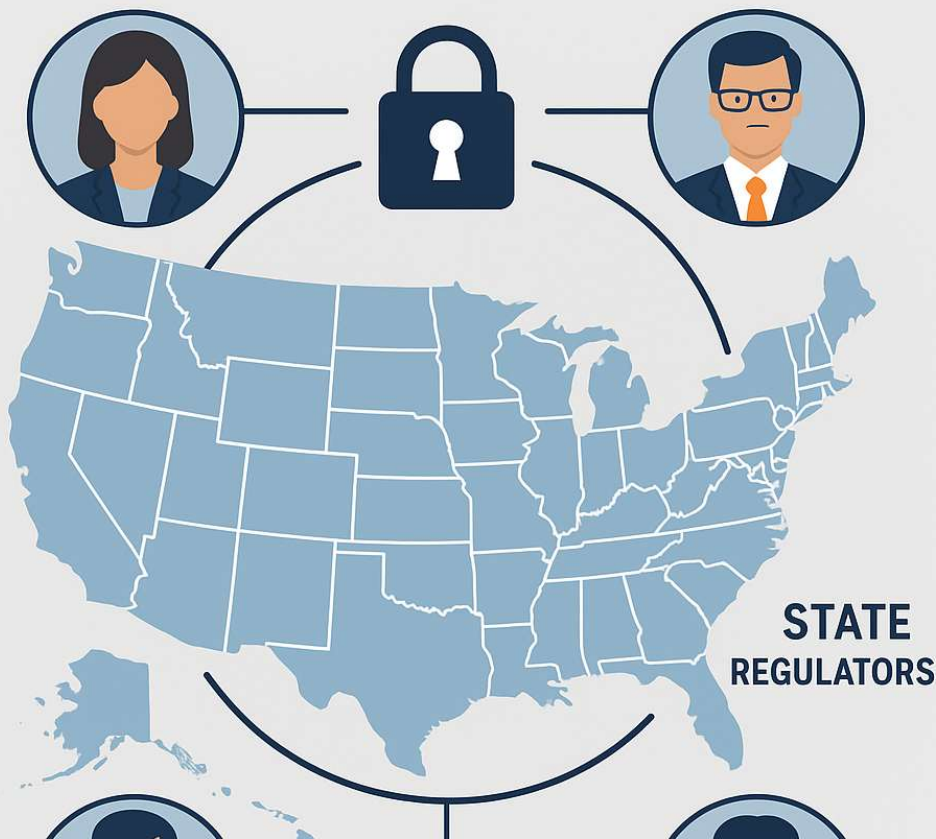
Leveraging industry
standards and tools.



Theme 2: Regulatory Enforcement

Regulatory Enforcement – Process & Readiness

STATE PRIVACY AND SECURITY CONSORTIUM



- Prepare with documentation, internal training, workflows.
- Translate enforcement trends into internal practices.
- Cross-functional alignment is key—legal, product, engineering.

Enforcement is not just about penalties—it's about patterns.

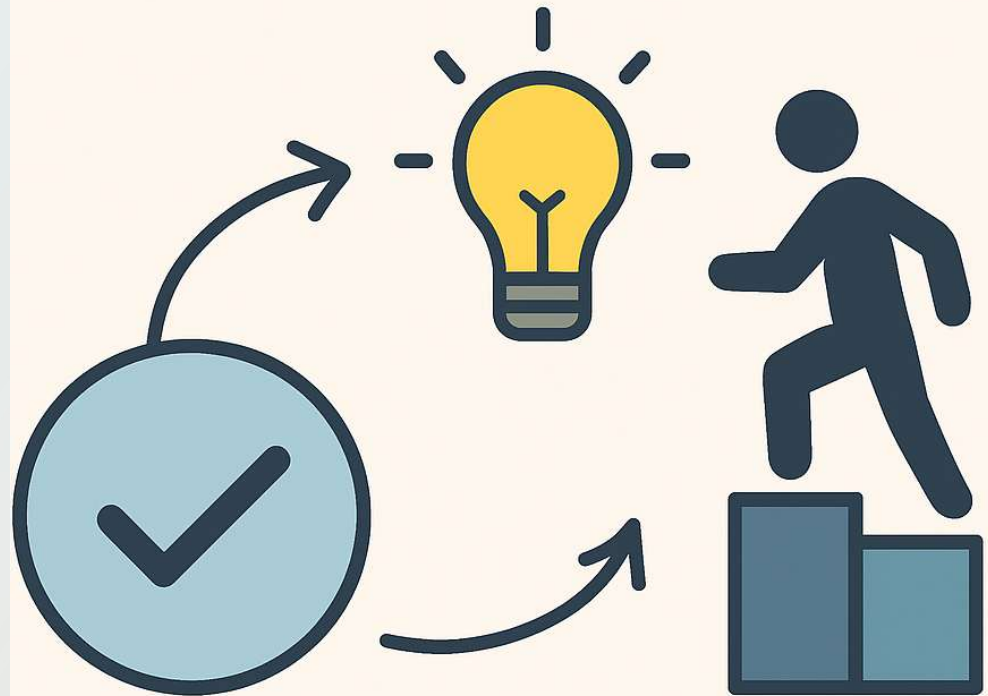
Theme 3: Data Minimization

Putting Principles into Practice

Minimize data, but balance business operations.

DSAR flows must align with enforcement priorities.

Support governance and ethical design in rights workflows.



Lightening Round!



Firewalls & Fire Takes

Gut reactions; no context
One sentence or less ... Go!

Wrap-Up Questions