

COMPLIANCE COLLECTIVE WEBINAR SERIES

Privacy and Data Security:

Foundational Principles and Best Practices

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NOVEMBER 21, 2024



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The Compliance Collective



This webinar is a part of our monthly webinar series, “The Compliance Collective.”

The webinar series is hosted by a team of cross-disciplinary Perkins Coie lawyers who provide a monthly overview and discussion forum on a critical hot topic in ethics and compliance. Each topic provides a look at emerging issues and offers creative solutions to potential compliance problems.

The webinar is hosted every third Thursday at the same time each month: 10:00 a.m. PT/12:00 p.m. CT/1:00 p.m. ET.

Sign up on [our website](#) to receive invitations to our future webinars!

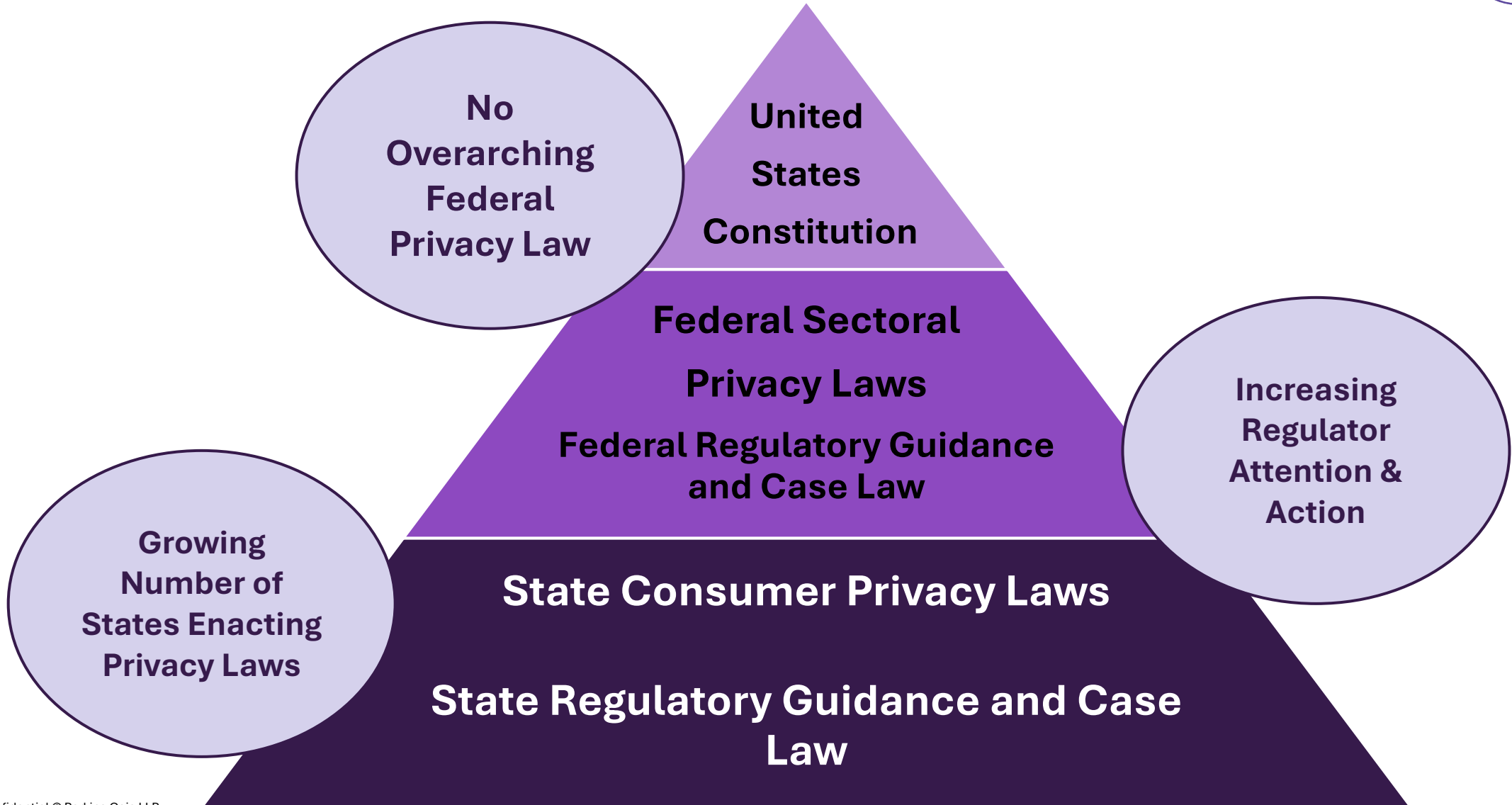
Agenda

- Overview of U.S. Privacy & Data Security Laws
- Key Terms and Definitions
- Building Your Privacy & Security Program
- Internal Governance & Operationalizing Compliance
- High Risk & Hot Button Issues
- Best Practices & Going Forward

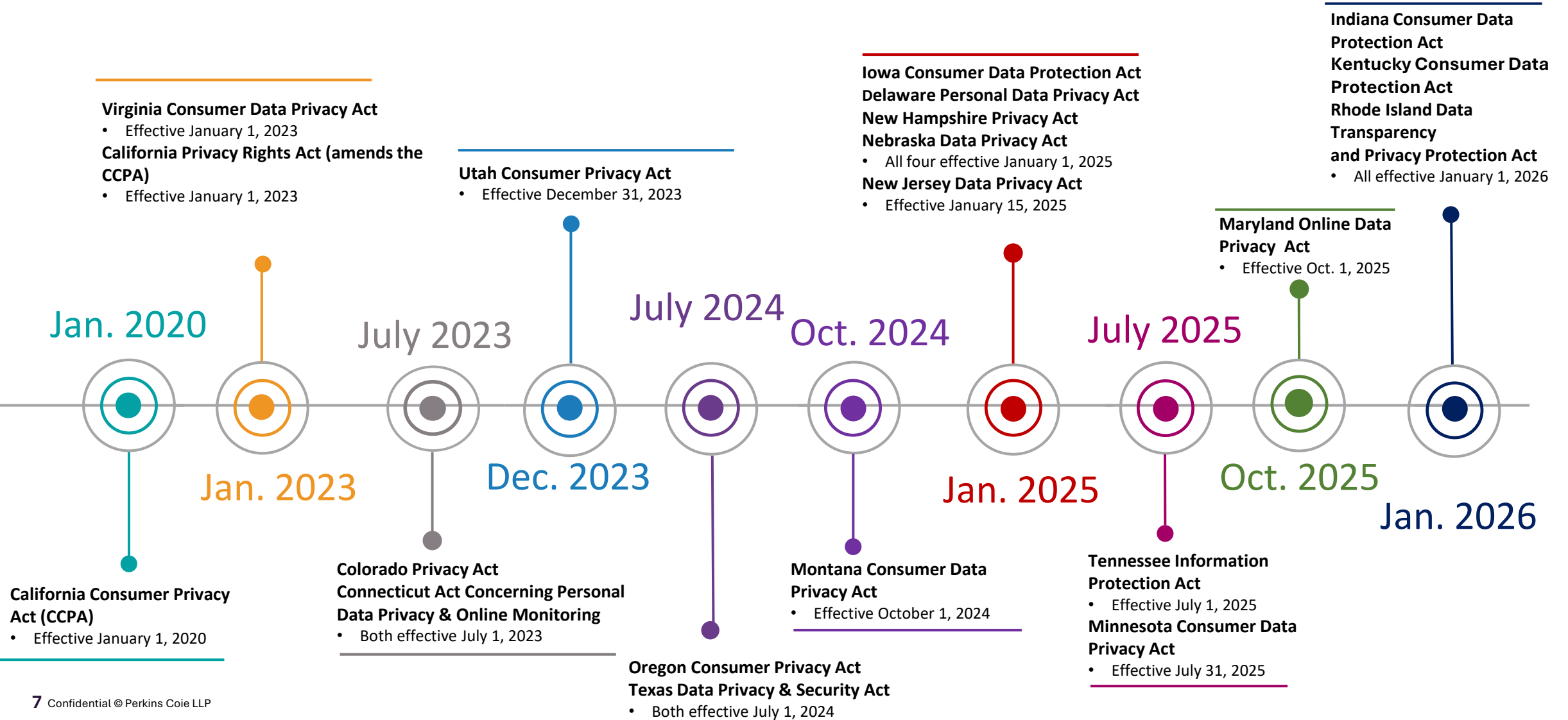
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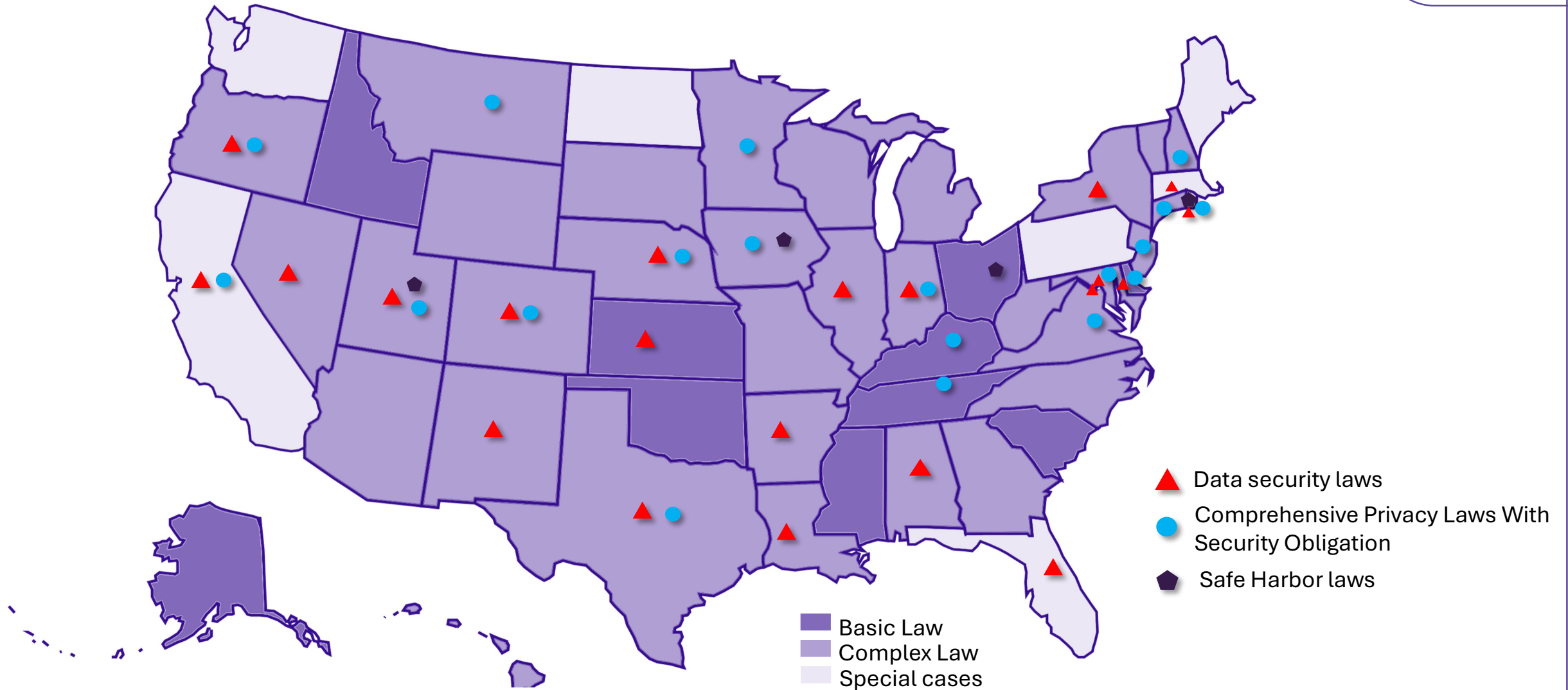
U.S. Privacy Law Landscape



U.S. State Privacy Law Landscape



U.S. Security and Breach Landscape



Implications for Businesses



Enforcement



Litigation



Penalties

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Key Terms and Definitions

Personal
Information

Security Breach

Sensitive Personal
Information

Name

Email

IP
Address



Social
Security
Number

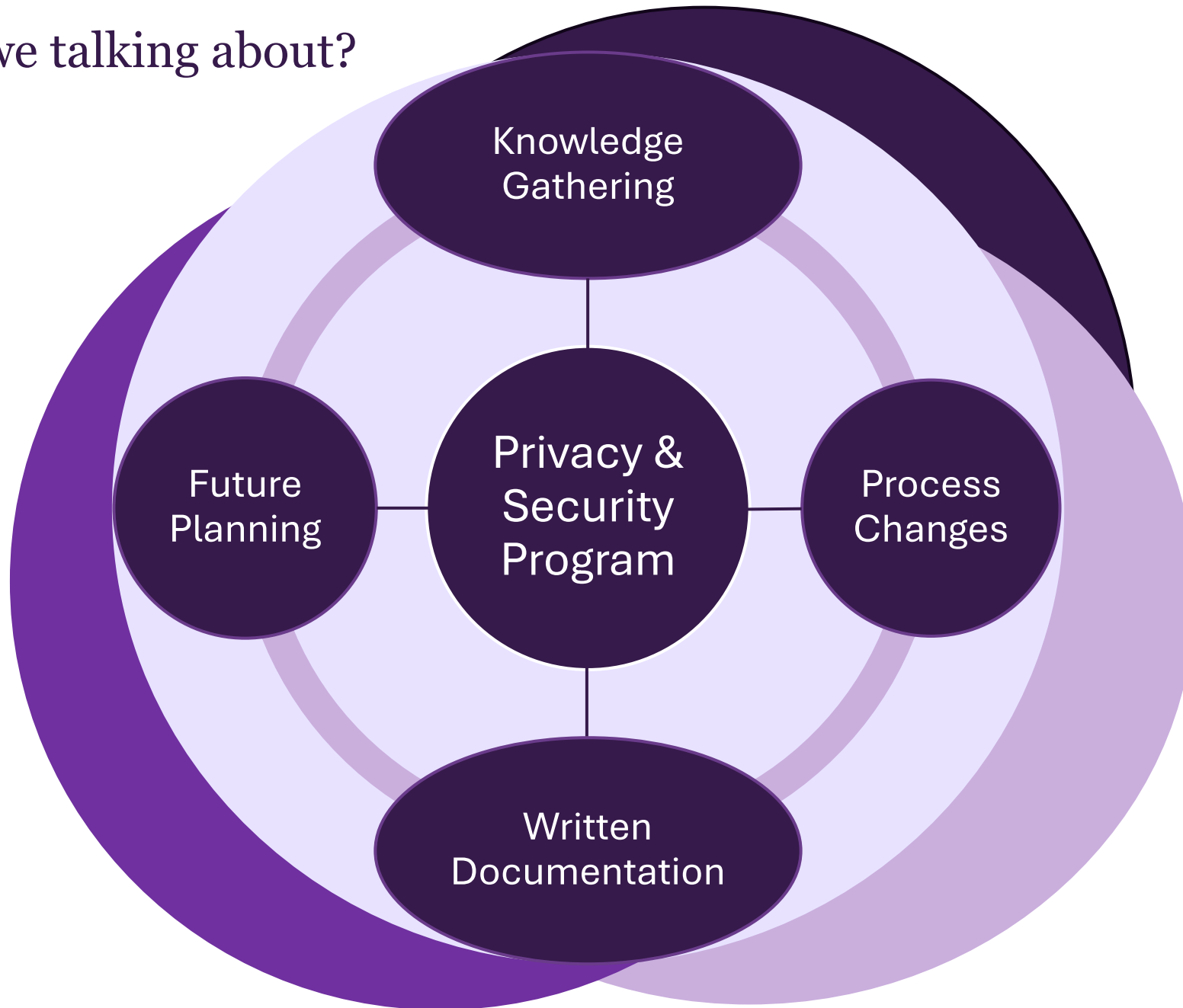
Health
Data

Credit
Card
Details

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What are we talking about?



Data Mapping



Data Mapping = The Foundational Step in Building Out a Privacy and Security Program

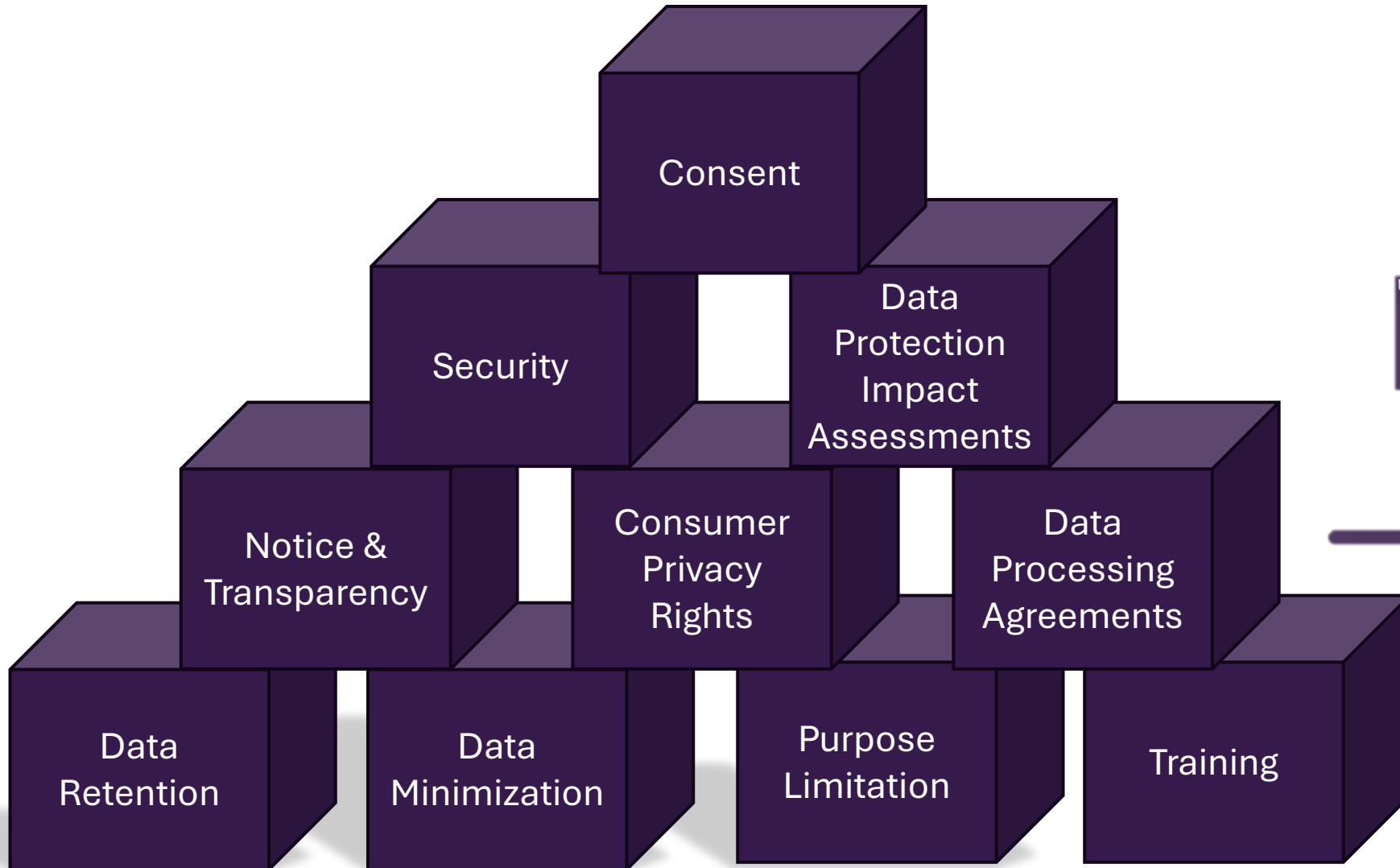
Collection

Use

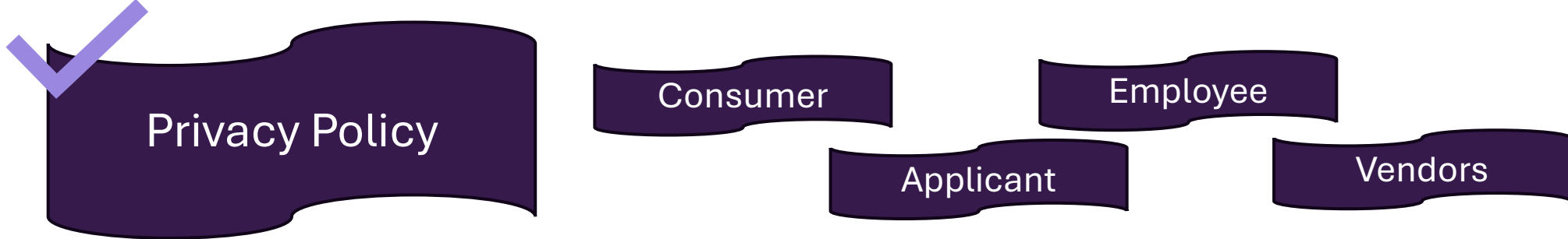
Disclosure

Retention

Core concepts that cut across state privacy laws



Notice & Transparency



Say what you do and
do what you say



Consumer Privacy Rights & Choices

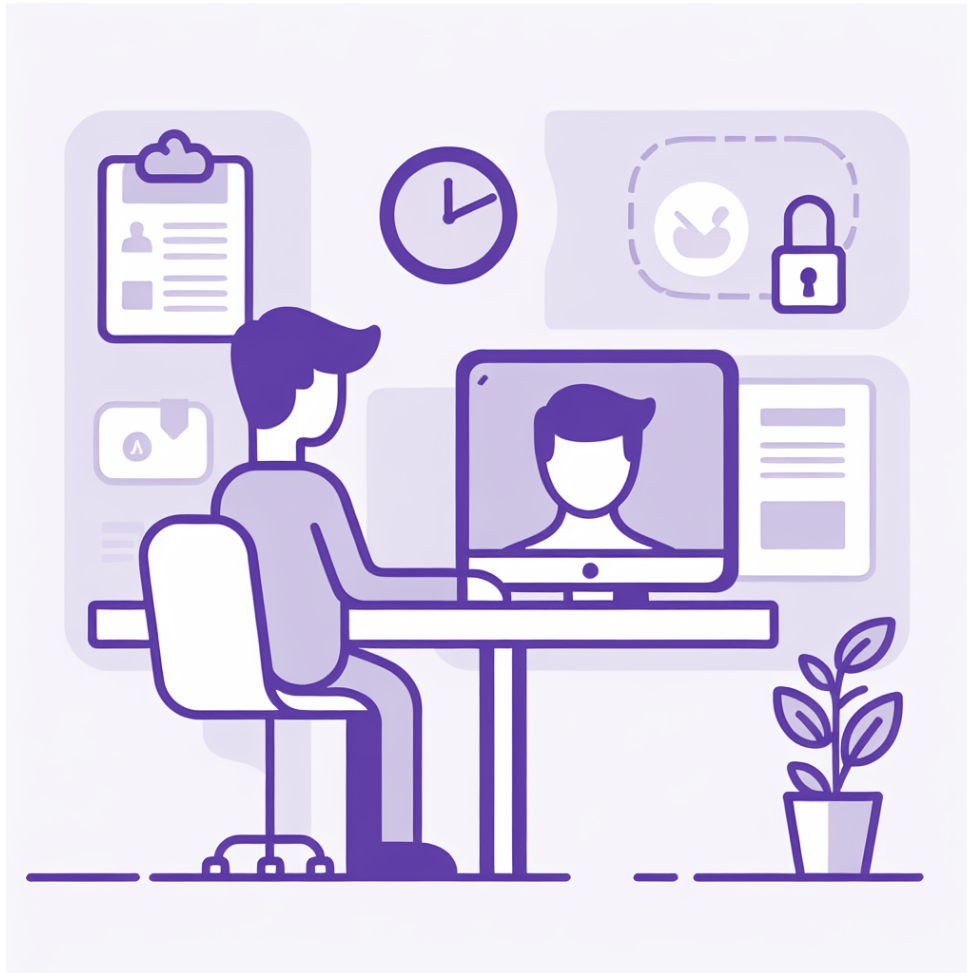
Access/Transparency

Nondiscrimination

Deletion

Right to File Complaint

Right to Appeal



Correction

Opt Out of
Sales/Sharing/ Targeted
Ads

Consent Requirements
(kids/teens, sensitive PI)

Data Portability

Opt Out/Contest
Results of Profiling

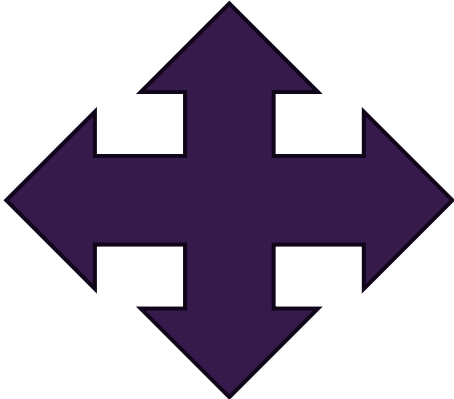
Security Compliance



Legal Obligations



Best Practices



Information Sharing



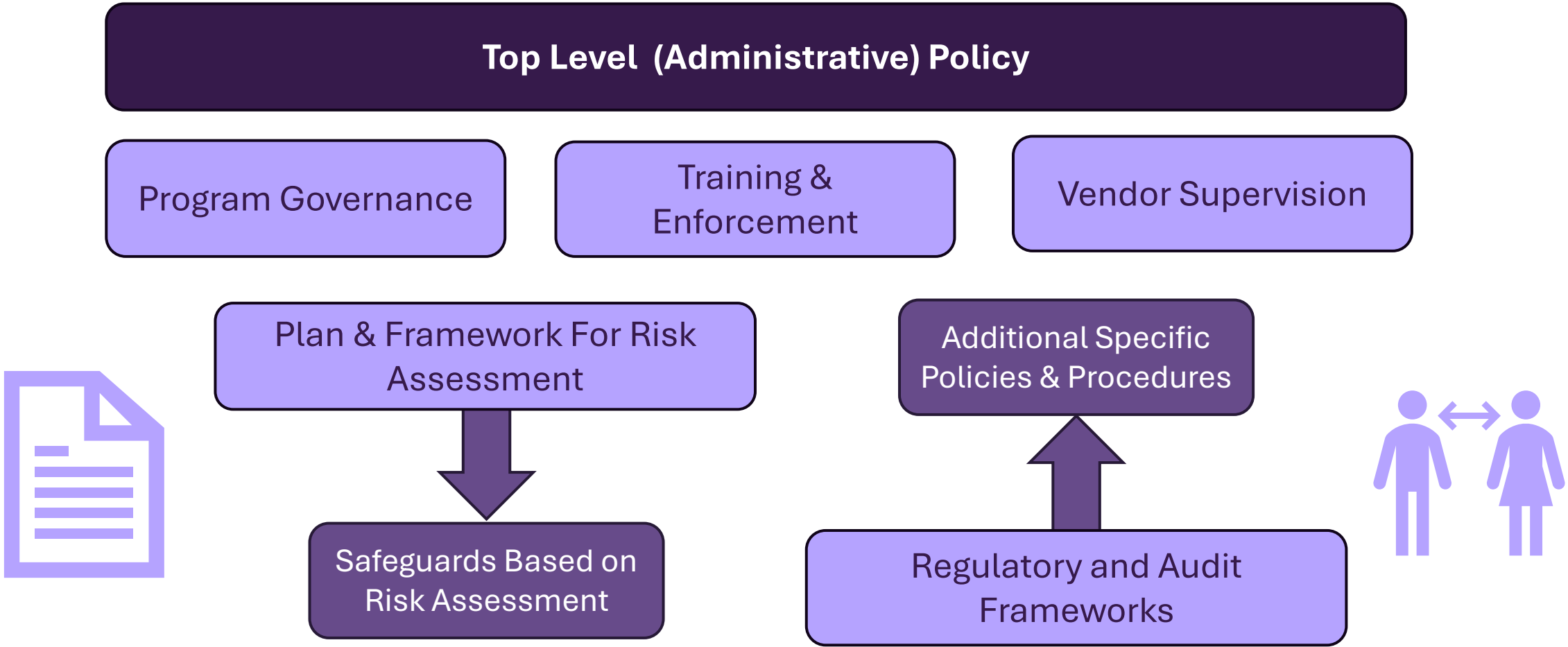
Harm Mitigation



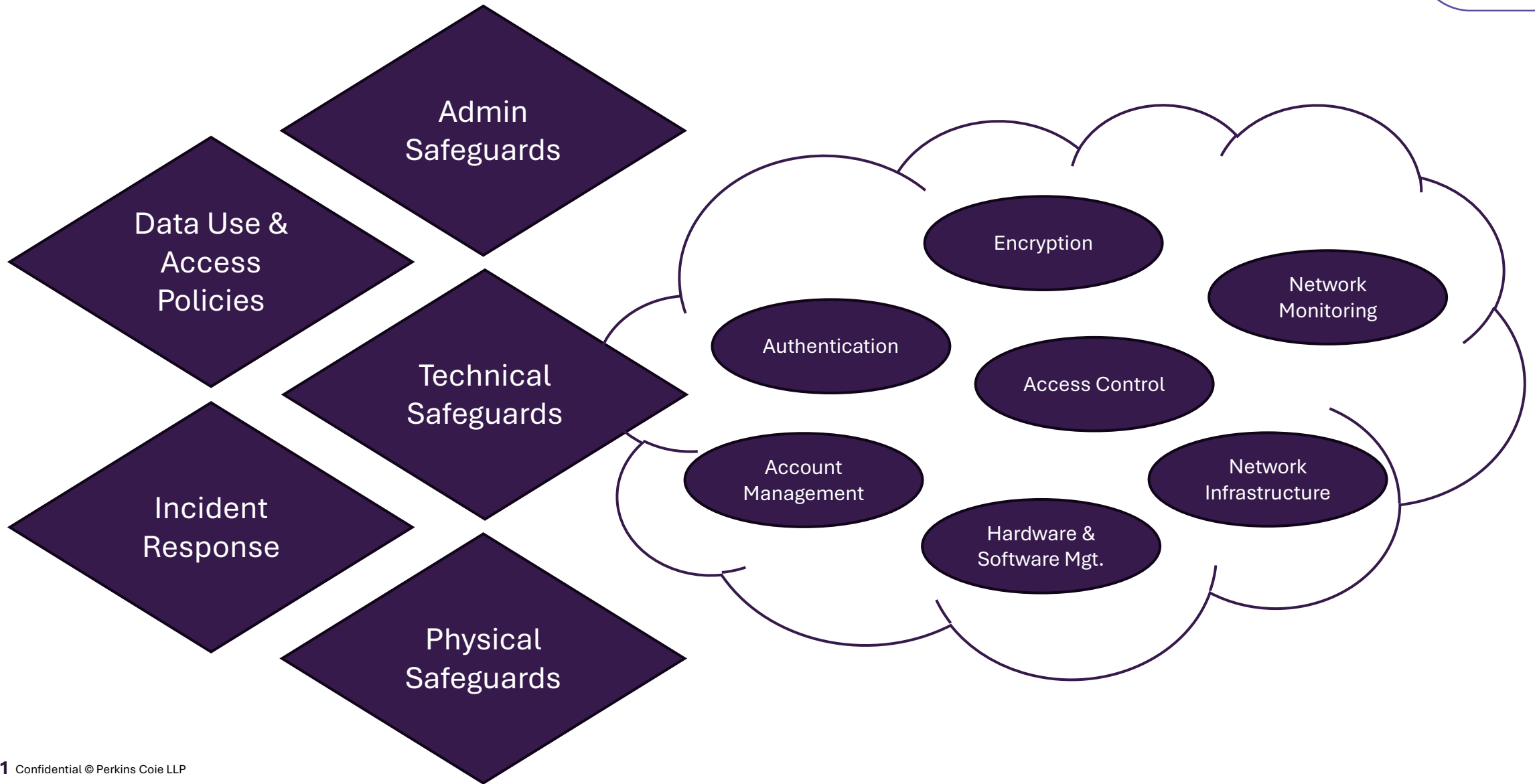
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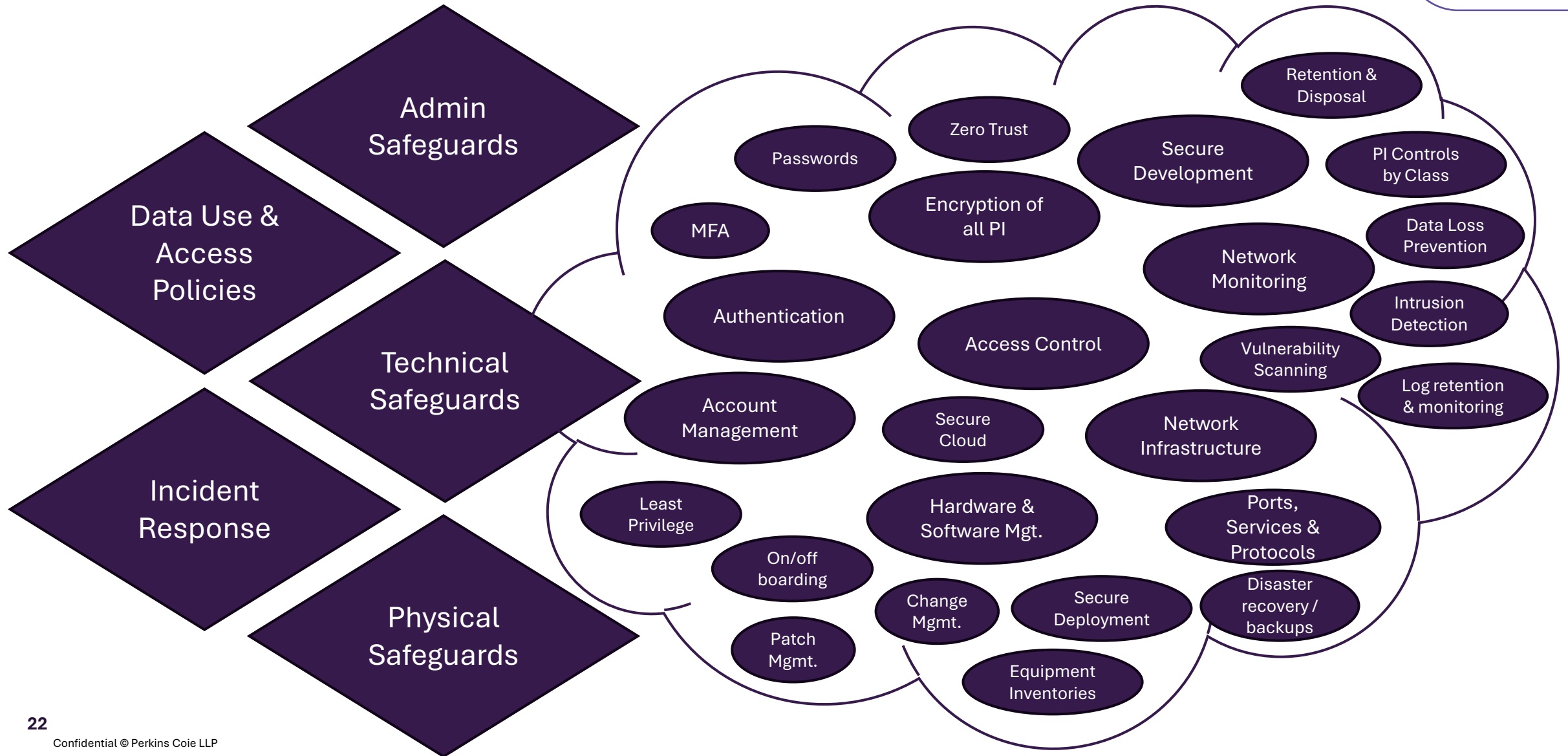
Information Security Program



Components of Information Security Program



Components of Information Security Program (in California)



Incident Response Plan

If you have...

A Data Breach

*Impaired Information
Systems*

Violation of Security Policy

Privacy Incident

You Need...

Detection

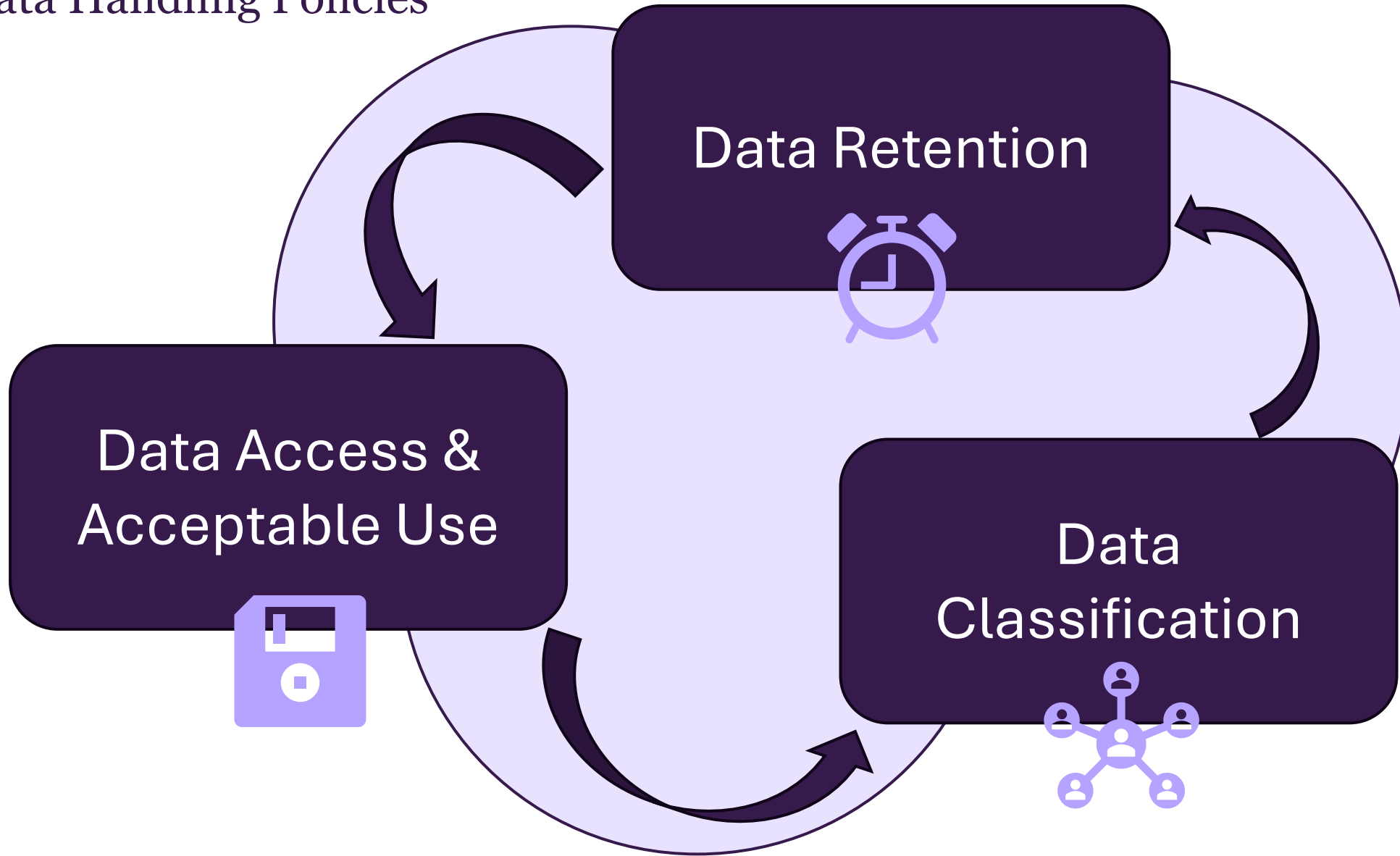
Response Team

Legal Escalation

Documentation

Testing

Data Handling Policies



Privacy Program Documentation

Internal Data Protection Policy



Policies and procedures for managing rights requests



Data Protection Impact Assessments



Third Party Management

Processes
for vetting &
conducting
due
diligence



Audits

Contracts,
DPAs, and
InfoSec
Exhibits



Employee Training



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High Risk/Hot Button Issues



**The CLE code for this program is:
Maze**

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Looking Forward

More restrictions related to PI collected from kids and teens

Broader definition and obligations related to sensitive PI

Changes to consumer privacy rights

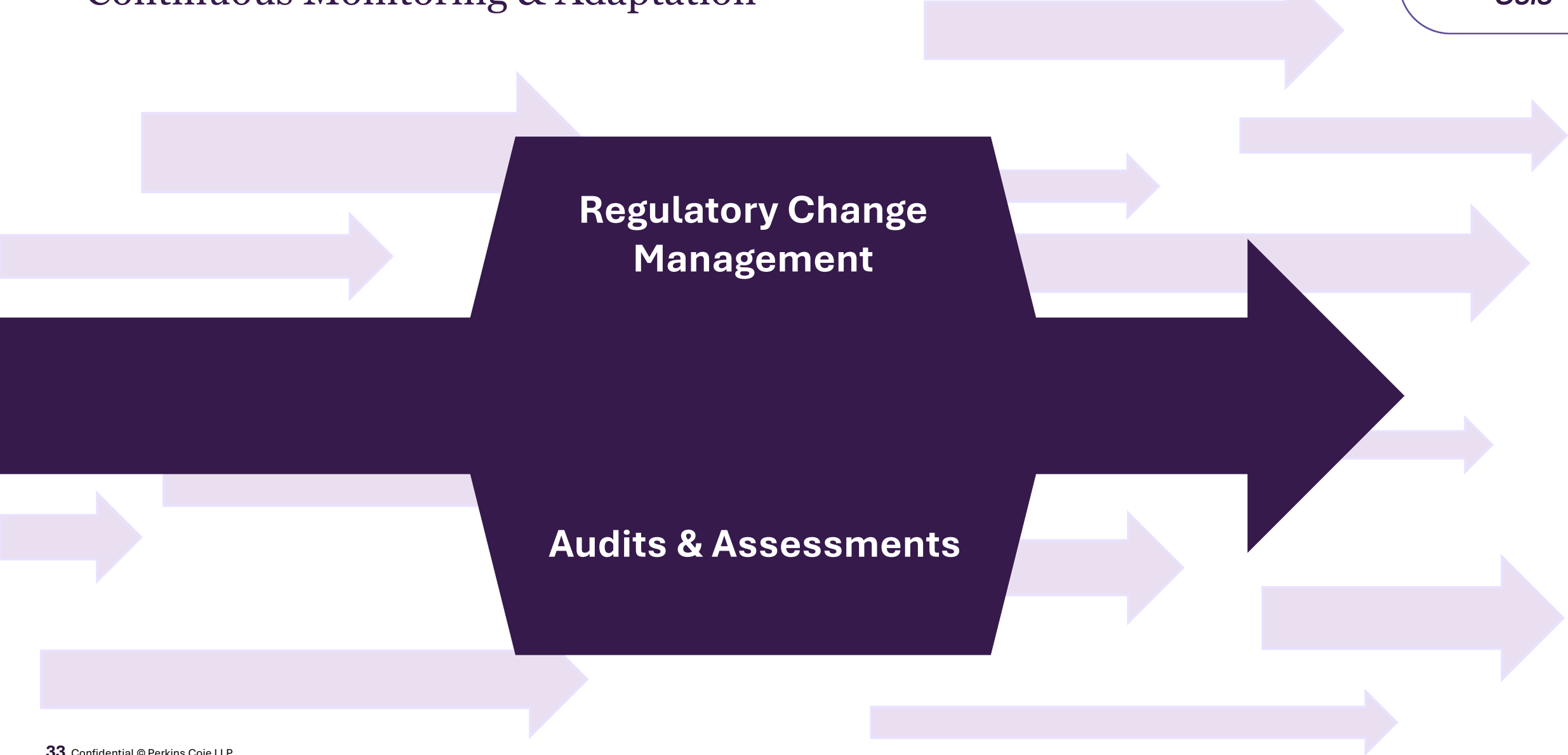
More onerous data minimization requirements

New requirements to maintain a data inventory

And more!



Continuous Monitoring & Adaptation



Thank you!



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