



Schedule

Version 5.0

Monday, October 24, 2016 – Wednesday, October 26, 2016

George Washington University Marvin Center
800 21st Street Northwest, Washington, DC 20052

280+ Speakers

100+ Sessions

www.privacyandsecurityforum.com

Organized by



Daniel J. Solove

John Marshall Harlan Research Prof.
GW Law School
President & CEO, TeachPrivacy



Paul M. Schwartz

Jefferson E. Peyser Professor
U.C. Berkeley School of Law



Schedule Time Chart

Mon, Oct 24

TIME	MON, OCT 24 Intensive Days	MON, OCT 24 Workshops
7:30am-9:00am	Breakfast	Breakfast
9:00am-10:15am	Session 1	AM Workshop Part 1
10:15am-10:45am	Break	Break
10:45am-12:00pm	Session 2	AM Workshop Part 2
12:00pm-1:30pm	Lunch	Lunch
1:30pm-2:45pm	Session 3	PM Workshop Part 1
2:45pm 3:15pm	Break	Break
3:15pm-4:30pm	Session 4	PM Workshop Part 2

Tues, Oct 25 – Wed, Oct 26

TIME	TUES, OCT 25	WED, OCT 26
7:30am-8:50am	Breakfast	Breakfast
8:50am-10:00am	Session 1	Session 6
10:00am-10:20am	Break	Break
10:20am-11:30am	Session 2	Session 7
11:30am-12:50pm	Lunch	Lunch
12:50pm-2:00pm	Session 3	Session 8
2:00pm-2:10pm	Break	Break
2:10pm-3:20pm	Session 4	Session 9
3:20pm-3:50pm	Break	Break
3:50pm-5:00pm	Session 5	Session 10
5:00pm-6:00pm	Reception	

Pre-Conference Workshops

Monday, October 24, 2016

AM Workshops

9:00 AM – 12:00 PM

Session Times 1 and 2

Privacy Compliance in the Cloud (Level 201 ROOM 307)

Christopher Millard, Mark Watts, Tom Bell

Information Privacy Law: Foundations (Level 101 ROOM 309)

Daniel Solove

Digital Advertising Regulation in a Changing World (Level 301 ROOM 301)

Reed Freeman, Heather Zachary, Noga Rosenthal, Lorrie Cranor, J. Jurgen Van Staden

PM Workshops

1:30 PM – 4:30 PM

Session Times 3 and 4

Understanding the FTC on Privacy and Data Security (Level 201 ROOM 307)

Timothy Tobin, Jennifer Couture, Jamie Hine

Data Security Law: Foundations (Level 101 ROOM 309)

Domenic DiLullo, Tom Smedinghoff, Pedro Allende

Assessing Risks and Cyber Insurance Needs (Level 201 ROOM 301)

Keith Fricke, Kimberly Holmes, Sean Hoar

All Day

9:00 AM – 4:30 PM

Session Times 1, 2, 3 and 4

Data Security Intensive Day (ROOM 311)

Co-Chairs: James Aquilina, Scott Weber, Tony Kim

Health Privacy+Security Intensive Day (ROOM 308)

Co-Chairs: Jennifer Archie, Heather Egan Sussman, Adam Greene

EU Privacy+Security Intensive Day (ROOM 310)

Co-Chairs: John Bowman, Jan Dhont, Francoise Gilbert

Forum Day 1 – Tuesday, October 25, 2016

Session 1

8:50 AM – 10:00 AM

Privacy and Security Enforcement Overlap and Coordination

(Level 201 ROOM 309)

Sherrese Smith, Laura VanDruff, Phillip Rosario

Connected Healthcare Devices: Proactively Addressing the Privacy and Security Risks

(Level 201 ROOM 307)

Lucia Savage, Nyla Beth Gawel, Sumit Seghal

Improving Data Security: How to Get the GC, CISO, and Privacy Teams to Better Interact

(Level 101 ROOM 403)

Emilio Cividanes, John Kropf, Christine Sublett

Incident Response and Data Breach Notification: The Global Landscape

(Level 201 ROOM 407)

Harriet Pearson, Maureen Cooney, Allison Bender

The GDPR's Data Protection Officer (DPO)

(Level 201 ROOM 405)

Cornelia Maria Schmitt, Richard Stiennon

Surveillance Law in the US and EU

(Level 201 ROOM 402-404)

Rachel Brand, Karl-Nikolaus Peifer, Paul Schwartz

Vendor Management: Three Sides of the Coin

(Level 201 ROOM 301)

Rebecca Herold, Andrew Ysasi, Stacey Halota

The Relationship Between Privacy and Security

(Level 101 ROOM 308)

Jenn Behrens, Scott Shorter, Kendall Tyree

Privacy Implications of Retail Tracking

(Level 201 ROOM 310)

Alan Friel, Kevin Moriarty

Active Cyber Response: Not Your Grandfathers Self-Defense

(Level 201 ROOM 311)

Randy Sabett, Davi Ottenheimer

The FCC's NPRM

(Level 201 ROOM 413-414)

Ronald Del Sesto, Jr., Christopher Yoo

Forum Day 1 – Tuesday, October 25, 2016

Session 2

10:20 AM – 11:30 AM

Tracking and Targeting: Online, on Mobile Devices, and in Social Media

(Level 301 ROOM 309)

D. Reed Freeman, Heather Zachary, Will DeVries

Privacy Impact Assessment Scenario Exercise

(Level 201 ROOM 307)

Scott Goss, Kam Golpariani

Privacy and Security in the Wearable World

(Level 201 ROOM 403)

Sarah Bruno, Cassius Titus, Evie Kyriakides, Caroline Boulanger

A Deep Dive into Hot Topics in Healthcare Privacy

(Level 201 ROOM 407)

Ann Waldo, Tina Grande, Hilary Wandall

The Use of Privacy Enhancing Technologies (PETs)

(Level 201 ROOM 311)

Jason Cronk, Erin Kenneally, Kelly Caine

Managing Personal Data in a Changing EU Privacy Regime

(Level 201 ROOM 403-404)

Debbie Bromson, K Royal, Maggie Gloeckle, Ashley Slavik

Data Monetization

(Level 201 ROOM 301)

David Keating, Anwesa Paul, Aaron Burstein, Anthony Martin

Privacy and Security Risk: Theory vs. Practice

(Level 201 ROOM 308)

Stuart Shapiro, Sherry Burs-Howard

Beyond FERPA: What California and New York Require of EdTech Providers

(Level 201 ROOM 310)

Brenda Leong, Emily Tabatabai, Linnette Attai, Tina Sciocchetti

Data Assets in Commercial Transactions

(Level 201 ROOM 311)

John Loughnane, David Sun

Class Action Litigation: Privacy, Data Breach, and the TCPA

(Level 201 ROOM 413-4143)

Ian Ballon, Ray Sardo, Eulonda Skyles

Forum Day 1 – Tuesday, October 25, 2016

Session 3

12:50 PM – 2:00 PM

State Attorney General Privacy Enforcement: Present and Future

(Level 201 ROOM 309)

Danielle Citron, Justin Erlich, Divonne Smoyer, Erik Jones

Data Use in a Complex Organization

(Level 201 ROOM 307)

Lisa Martinelli, Stacey Halota

Current and Future HHS Initiatives in Health Privacy

(Level 201 ROOM 403)

Adam Greene, Deven McGraw

Will Member State DPA's Still Matter? National Law after the GDPR

(Level 201 ROOM 407)

Jan Dhont, Karl-Nikolaus Peifer, Paul M. Schwartz

Privacy, Security, and Organizational Structure

(Level 201 ROOM 405)

Tom Widgery, Michael McCullough, Faith Myers

Notice, Choice, and Design

(Level 101 ROOM 402-404)

Ari Ezra Waldman, Joel Reidenberg, Emily Schlesinger

Security Standards Across Sectors

(Level 201 ROOM 301)

Gerry Stegmaier, Dawn-Marie Hutchinson, Paul Luehr

Computer Crime: New Developments

(Level 301 ROOM 308)

Orin Kerr, Nathan Judish

Dealing with Risk

(Level 201 ROOM 310)

David Sheidlower, Cliff Baker

Japanese Privacy and Data Protection Law

(Level 101 ROOM 311)

Hideyuki Matsumi, Woodrow Hartzog, Takashi Nakazaki, Kensaku Takase, James Miller

Assessing Cyberinsurance Policies: The Good, the Bad and the Ugly

(Level 201, ROOM 413-414)

Rick Bortnick, Thomas Katona, Scott Godes

Forum Day 1 – Tuesday, October 25, 2016

Session 4 2:10 PM – 3:20 PM

Keeping Up with the FTC's Common Law of Privacy: Hitting a Moving Target

(Level 201 ROOM 309)

Jon Mills, Michael Gottlieb, Yael Weinman

Non-HIPAA Health Data

(Level 201 ROOM 307)

Kirk Nahra, Joy Pritts

The GDPR and Technology

(Level 201 ROOM 403)

Christopher Millard, Mark Watts

Understanding the Regulators: A Data Breach Enforcement Exercise to Improve Risk Management

(Level 101 ROOM 407)

Ed McNicholas, Maneesha Mithal, Matthew Noyes

Privacy's Blueprint: How Should the Law Regulate Privacy by Design?

(Level 201 ROOM 406)

Woodrow Hartzog, Chris Olsen

Protecting Knowledge Assets

(Level 201 ROOM 402-404)

Jon Neiditz, Larry Ponemon

The FCC's Impact on Consumer Privacy Issues -- A Case Study for Organizations and Regulators

(Level 201 ROOM 301)

Mark Brennan, Karen Zacharia

Are Good Security Measures Always Good for Privacy? A Discussion of NIST Frameworks

(Level 301 ROOM 308)

Adam Sedgewick, Naomi Lefkowitz, Jeff Brueggeman

Managing Security Vulnerabilities: The Communications Imperative

(Level 101 ROOM 310)

Leigh Nakanishi, Lauren Koszarek, Antony Kim

Addressing the Threat to Large Organizations from Data Protection in Small and Medium Enterprises (SMEs)

(Level 201 ROOM 311)

Eduard Goodman, Linn Freedman, Ondrej Krehel

Forensics: A Weapon and Shield in Data Breach Litigation

(Level 201 ROOM 413-414)

Donna Wilson, James Aquilina

Forum Day 1 – Tuesday, October 25, 2016

Session 5 3:50 PM – 5:00 PM

The Internet’s Digital Advertising Architecture: From Cookies to Addressable TV and the Privacy issues in Between (Level 201 ROOM 309)

Todd Ruback, Justine Gottshall, Andy Dale

Moral Humans and Amoral Algorithms: How Machine Learning Creates Privacy and Ethics Exposures and What You Need to Know About It (Level 101 ROOM 307)

Magnolia Mansourkia Mobley, Steven Roosa

Global Data Security: A Comparison of Laws

(Level 201 ROOM 403)

Patrick Burke, David Shonka, Lara Ballard, Denise Backhouse

Breaking Glass Ceilings: Executive Women in Privacy and Security

(Level 101 ROOM 407)

Lourdes Turrecha, Elena Elkina, Tanya Forsheit, Elaine Call

Preparing for the GDPR: Attaining and Demonstrating Compliance

(Level 201 ROOM 405)

Constantine Karbaliotis, Antonis Patrikios

Privacy and Data Security Harms and Standing

(Level 201 ROOM 402-404)

Daniel Solove, Danielle Citron

Operationalizing Genetic Privacy: Industry Perspectives

(Level 201 ROOM 301)

Jill Green, Kate Black, Irina Ridley

Combatting the Insider Threat: Background Screening and Monitoring

(Level 101 ROOM 308)

Phil Gordon, David Drossman, Raj Ananthanpillai

Dramatizing Privacy and Security

(Level 101 ROOM 311)

Reece Hirsch, James Aquilina

Securing IoT: Think Outside the Wall

(Level 201 ROOM 310)

Scott Montgomery, Alex Wall, Julie Brill

Forum Day 2 – Wednesday, October 26, 2016

Session 6

8:50 AM – 10:00 AM

Native Advertising

(Level 201 ROOM 309)

Meredith Halama, Mary Engle

The Role of Data Protection Officers under the GDPR

(Level 201 ROOM 307)

Gonca G. Dhont, Joanne Furtsch

Preparing for Critical Infrastructure Cyber Attacks

(Level 201 ROOM 403)

Gamelah Palagonia, John Coletti, Brian Huntley, Judy Selby

Cyberinsurance Policies in the Courts

(Level 201 ROOM 407)

Jay Kesan, Catherine Sharkey

Eyes in the Skies – Drone Privacy

(Level 101 ROOM 405)

Susan Lyon-Hintze, Amie Stepanovich, Gerdo Kuiper

HIPAA Risk Assessments for Compromised PHI

(Level 201 ROOM 402-404)

Cheryl Canfield, Doris Patrick, Keith Cheresko

Compliance and the Cloud

(Level 201 ROOM 301)

Tracy Mitrano, Craig Dean, William Martorelli

Security vs. Security: Encryption and Law Enforcement

(Level 101 ROOM 310)

Eric Wenger, Hon. Terrell McSweeney, David Bitkower

Data Classification: The Information Governance Must-Have

(Level 301 ROOM 311)

Deborah Butler, Dale Skivington

Designing Notice and Consent into the Internet of Things: A Hands-on Workshop

(Level 201 ROOM 413-414)

Lorrie Cranor

Forum Day 2 – Wednesday, October 26, 2016

Session 7

10:20 AM – 11:30 AM

Privacy and Security Lessons from the FTC's 100-Year History and Activities in Other Areas

(Level 201 ROOM 309)

Chris Hoofnagle, Dana Rosenfeld

Comparative Global Privacy and Security Enforcement

(Level 201 ROOM 307)

Jay Cline, Colin Bennett

The GDPR: What Will Change? What Remains the Same?

(Level 201 ROOM 403)

Shaundra Watson, Andrea Glorioso, Sharon Williamson, Paul Schwartz

Designing User Interfaces for Privacy

(Level 201 ROOM 407)

Rob Sherman, Moira Burke

Cyber Insurance: How It Works, How to Select a Policy, and Emerging Trends and Practices

(Level 201 ROOM 405)

Christina Terplan, Marcus Breese, Scott Godes, Erica Dornitz

The Cybersecurity Challenges for In-House Attorneys

(Level 201 ROOM 402-404)

Doug Weiner, Cristin Goodwin, Christine Ricci

Future Trends in Privacy and Security

(Level 101 ROOM 301)

Mike Hintze, Kenneth Newman, Amie Stepanovich, Sabrina Ross

Health Information Research and New Technologies: Privacy and Security Challenges

(Level 201 ROOM 308)

Nancy Perkins, Jocelyn Samuels, Cora Tung Han, David Bloch

Privacy and Security in the Employment Relationship

(Level 101 ROOM 410)

Steve Sheinberg, Bret Cohen

Privacy & Security for Federal Agencies & Government Contractors

(Level 201 ROOM 311)

Amy Carlson, Logan O'Shaughnessy

Forum Day 2 – Wednesday, October 26, 2016

Session 8

12:50 PM – 2:00 PM

The Effect of Privacy and Security on Business Valuation

(Level 101 ROOM 309)

Sharon Anolik, Gerry Stegmaier

Scoping Privacy Engineering Requirement: A Workshop on Turning Policy into Design

(Level 201, ROOM 307)

Michelle Denedy, Thomas Finneran, Jonathan Fox, Lisa Bobbitt

The Arc of a Data Breach

(Level 101 ROOM 403)

Lisa Sotto, Ryan Vinelli, Mark Seifert

Regulating the Internet of Things and Big Data: The Role of the FTC

(Level 201 ROOM 407)

Jessica Rich, Kurt Wimmer

The CPO's Expanding International Portfolio

(Level 201 ROOM 405)

Ronald D. Lee, Jonathan Neiditz, Jonathan Soll

Trust and Transparency in the Online Advertising Ecosystem

(Level 101 ROOM 402-404)

Steve Satterfield, Liza Boles, Genie Barton

HIPAA Business Associates: Advanced Challenges and Compliance Strategies

(Level 201 ROOM 301)

Adam Stone, Rebecca Fayed

Obtaining Consent and Complying with Age Requirements in the GDPR and COPPA

(Level 201 ROOM 308)

Wills Catling, Dona Fraser, Michael Spadea

Data Privacy, De-Identification and PII: Using De-Identification Best Practices to Preserve Data Quality While Preventing Re-Identification (Level 201 ROOM 310)

Daniel Barth-Jones, Simson Garfinkel, Jules Polonetsky

Government Access to Personal Data

(Level 201 ROOM 311)

Marc Zwillinger, Mark Rasch, Carrie Cordero, Nathan Judish

Forum Day 2 – Wednesday, October 26, 2016

Session 9 2:10 PM – 3:20 PM

The Privacy Shield: a Bright or Dismal Future?

(Level 201 ROOM 309)

Justin Antonipillai, Chris Zoladz, Josh Harris, Jim Koenig

Big Data and Discrimination

(Level 101 ROOM 307)

Tiffany George, Andrea Arias, Heather West

Privacy Impact Assessments: An Agile Methodology

(Level 201 ROOM 407)

Andrew Clearwater, Marc Wasserman

Ethics in an Automated and Trackable World

(Level 101 ROOM 405)

Erin Kenneally, Hilary Wandall, Robin Wilton

Responding to Healthcare Data Breaches: The Need for Special Response Measures

(Level 201 ROOM 402-404)

Rick Kam, Sean Hoar

Data Protection and Privacy in Latin America

(Level 201 ROOM 301)

Pablo A. Palazzi, Guillermo E. Larrea, Mauricio F. Paez

Conducting a Privacy Investigation

(Level 201 ROOM 308)

Behnam Dayanim, Erika Brown Lee, Andrew Valentine, Dan Guggenheim

Sharing Cyberintrusion Information with the Government: Dispelling Myths

(Level 101 ROOM 310)

Linn Freedman, David Aaron

Special Handling of Cybersecurity Incidents: Anticipating Regulator Interest

(Level 201 ROOM 311)

Kristen Mathews, Robert Forbes

Forum Day 2 – Wednesday, October 26, 2016

Session 10

3:50 PM – 5:00 PM

Digital Advertising Self-Regulation: A Comparison of Approaches

(Level 201 ROOM 309)

Leigh Freund, Gary Kibel, Rachel Glasser

The FTC CID Demystified

(Level 201 ROOM 307)

Maneesha Mithal, Janis Kestenbaum

The Law of Connected Devices: Privacy and Litigation Risks

(Level 201 ROOM 403)

Beth Hill, Tom Dupree, Erinn DePorre, Jeff Brueggeman

The Fair Credit Reporting Act; 45 Years of Lessons from the World's First Fair Information Practice Statute (Level 201 ROOM 407)

Robert Belair, Bob Schoshinski, Tom Pahl

Privacy and Security at the Board Level: How to Interact with the Board of Directors

(Level 201 ROOM 405)

Rachael Falk, Adam Golodner

Agreements Involving PHI

(Level 201 ROOM 402-404)

Hemant Pathak, Scot Ganow

DPAs Around the World: EU, Latin America, and Asia

(Level 201 ROOM 301)

Niko Härting, Jennifer Keh, Pablo Palazzi

The Science of Measuring Risk: Using Insights from Cyber Insurance Underwriting to Improve Risk Management (Level 101 ROOM 308)

Nicholas Economidis, Thomas Reagan, Andy Obuchowski, Jr.

Image Recognition Technology: Privacy and Security Issues

(Level 201 ROOM 310)

Caroline McCaffery, Jessica Turko, John Verdi

Transforming Privacy in the Federal Government

(Level 101 ROOM 311)

Marc Groman

Canadian Privacy Law for US Lawyers

(Level 201 ROOM 413-414)

Karen Eltis, Alex Cameron, Aggie Zander

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