Privacy & Security Forum Spring 2022:

The Business of Privacy:

How Leading Companies Structure Their Privacy Governance Programs

Edward Britan, VP & Head of Global Privacy, Salesforce

Stuart Lee, VP & Chief Privacy Officer, VMware

Hilary Wandall, Chief Compliance Officer & Associate General Counsel, Regulatory, Dun & Bradstreet

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Meet Our Panelists

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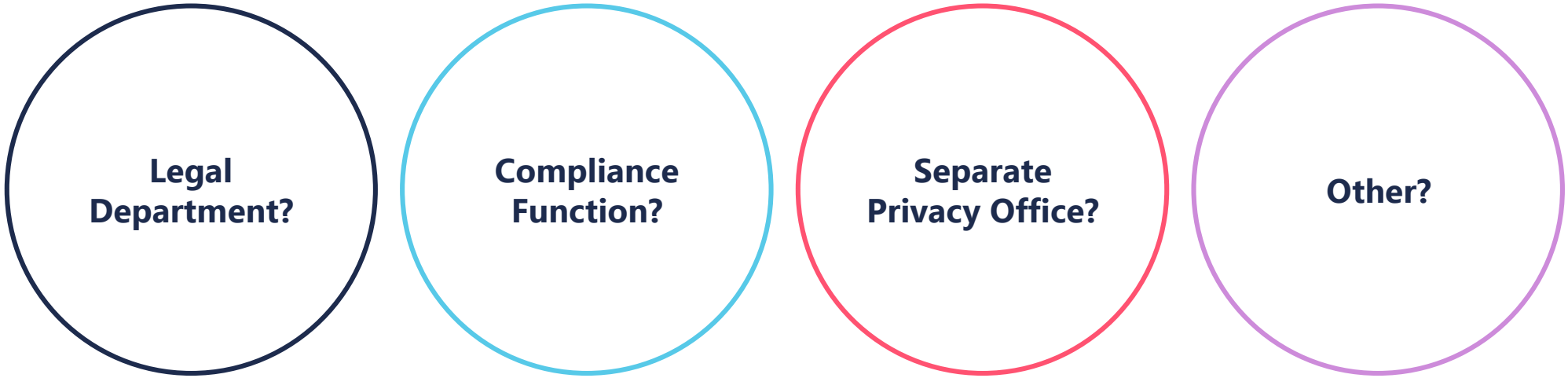
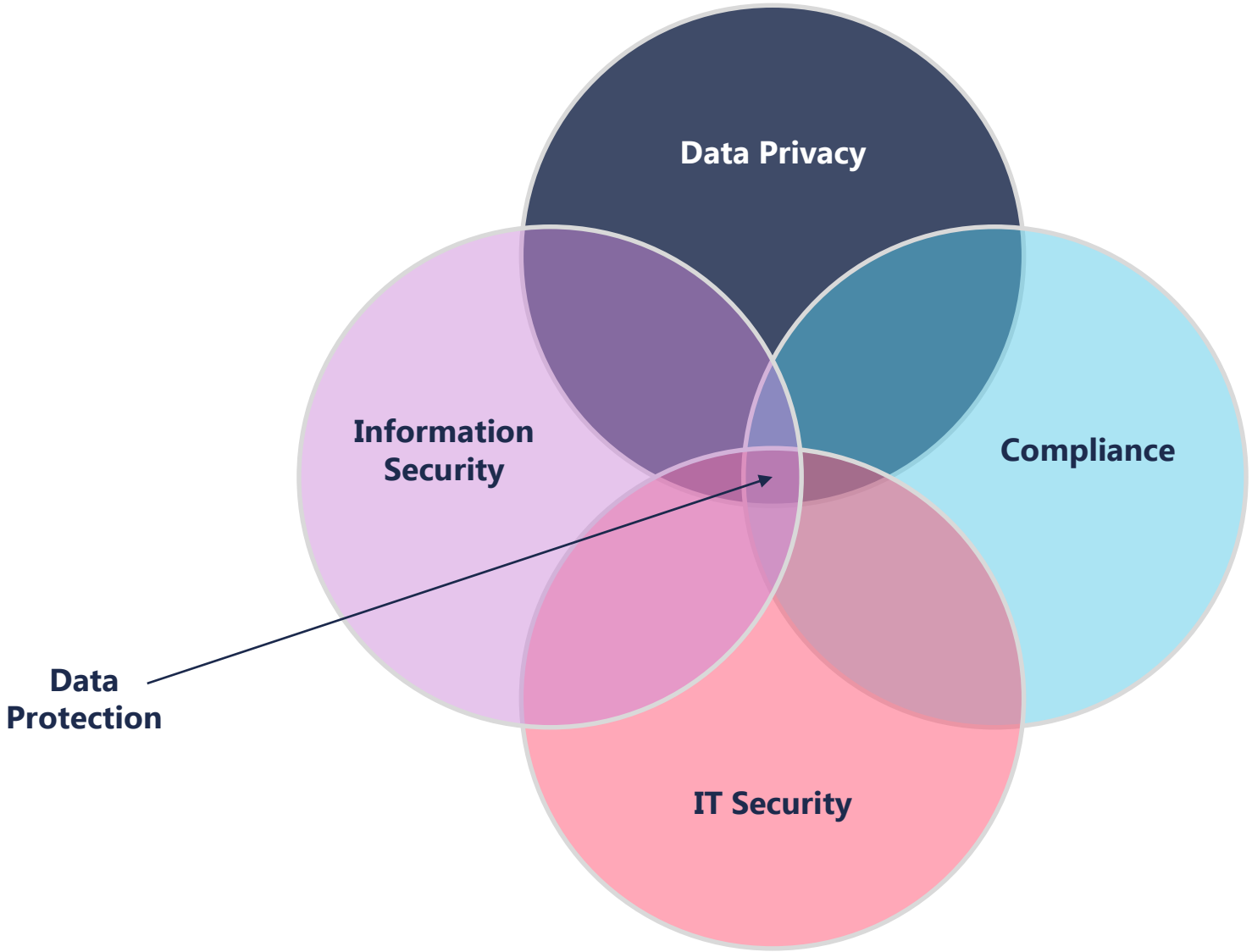
Where Should the Privacy Team Sit Within the Organization?



Strategies for Cross-Functional Collaboration



When Does Your Company Need a Chief Privacy Officer?

Business Factors

- Nature of business
- Magnitude & scope of processing

Legal Factors

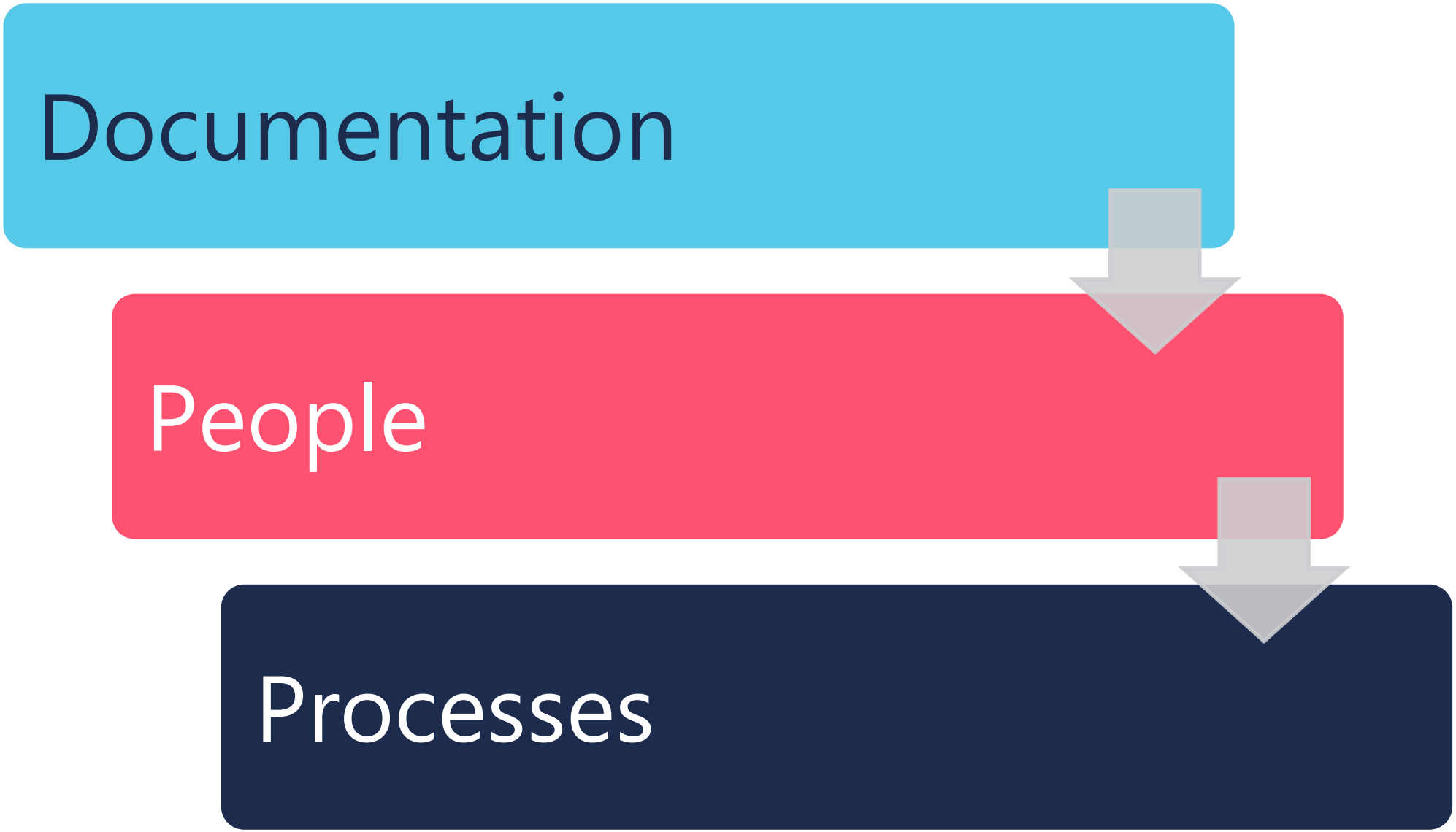
- Geographic scope
- Regulatory challenges

Governance Factors

- Leadership and oversight
- Decision-making

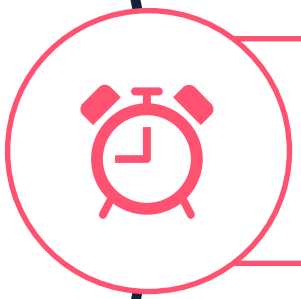
Who are the Key Players on Your Team?

Privacy By Design: Making it Happen



Tips for Handling Difficult Conversations with the Business

Innovative new uses of data/purpose limitations



Value of long-term data retention/data minimization

Technologies at the cutting edge of the law/uncertain regulatory environment

Looking Ahead

More complex privacy laws, more innovative and expansive uses of personal information

Expanding role for privacy professionals in the business

Thank you

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