

May 11, 2023

Updating Company Operations for State Privacy Regulations

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- **Introductions**
- **Key operational impacts from the regulations**
- **Strategies for prioritizing and implementing scalable solutions**
- **Q&A**

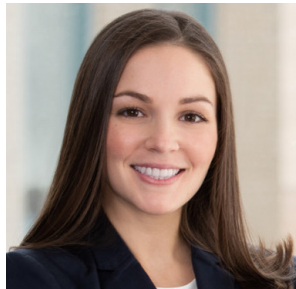
Speakers



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What best describes your role?

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The regulations cover:

- **Data subject rights (DSR) processes**
 - Requesting
 - Authenticating
 - Fulfilling
 - Agents
 - Appeals
 - Opt-out rights
 - Opt-out signals
 - Protocols for right to access/know
 - Scope, exceptions, and denials of right to correction
 - Scope and exceptions for deletion
 - Right to data portability
- **Communicating DSRs with processors**
 - Data minimization
 - Data retention
 - Privacy notices
 - Contents
 - Format
 - Accessibility
 - Changes
 - Sensitive personal data
 - "Sales" of personal data
 - Financial incentives and loyalty programs
 - Secondary use of personal data
- **Consent requirements**
 - Obtaining
 - Requesting after opt-out
 - Refreshing
 - Withdrawing
 - For children
 - Dark patterns
 - Duty of care/data protection
 - Documentation and recordkeeping
 - Data protection assessments
 - Profiling

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Where is your company at in addressing the new California and Colorado regulations?

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The views expressed in this panel are the personal views of the panelists, and are not reflective of the views, positions, or practices of their respective employers.

Opt-Out Signals

What do you manage in-house vs via a cookie consent solution, and have these requirements made you re-think any approaches you've taken in the past?

What are your thoughts on different approaches between California and Colorado, and in other states or jurisdictions?

Are these requirements shifting business practices with respect to reliance on first party data?

Data Protection Assessments

What challenges do you see in addressing these requirements, and what strategies and tips do you have to make these assessment processes workable and scalable?

Should assessment protocols differ when assessments are required by law and when they are not?

Sensitive Data Consents

If your company processes sensitive personal data, how are you approaching the new requirements for obtaining and maintaining consent? And for Colorado, what about refreshing consent?

How do you think about reconciling consent requirements and prohibitions on “dark pattern” with customer usability and business impacts?

Purposes, Minimization and Retention

California has “notice at collection” requirements, and Colorado requires the specific purpose for personal data processing to be specified. What practical approaches do you think companies can take to specify why personal data is collected and processed at the point of collection?

How do you think about the data minimization requirements, and data retention requirements, especially in Colorado which require: (1) only the minimum data elements to be collected, (2) maintained with defined retention periods, and (3) periodic reviews of actual retention periods for certain types of personal data?

Data Subject Rights

Are we at a point where its easiest to offer the same data subject rights to all customers, or is it efficient to limit the rights offered to customers in particular jurisdictions?

Key Operational Impacts

Other Operational Impacts

Are there any other topics that you feel pose significant operational challenges?

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What are the biggest challenges you face in addressing these privacy requirements?

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Assessing Risk

Privacy laws and regulations aren't always straightforward, or possibly to comply with perfectly. How do you think about assessing risks of not addressing laws and regulations perfectly?

New Requirements

When laws or regulations have new requirements or details that current practices don't address, how does your company approach deciding on a course of action?

Leadership Reporting and Buy-In

How are privacy issues reported to leadership and the board at your company, and how do you get senior leadership buy-in for privacy?

Responsible Teams

What teams have responsibility, and ultimate accountability, for addressing the operational challenges posed by these regs, and how does your company approach getting buy-in to address them?

Vendor Solutions

How much do you rely on vendor and service provider solutions to help you operationalize privacy requirements at your company, and what do you see as the advantages and disadvantages?

Tracking Changes in Law

What tips and strategies can you offer to companies for tracking for regulatory updates, and triaging regulatory requirements when they come out?

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Audience Q&A Session

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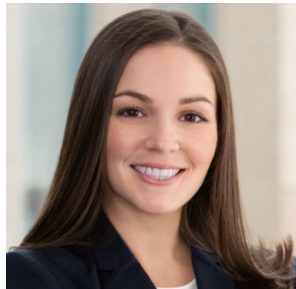
Questions and Contacts



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