

How Communications Preparedness, Not Just Protections, Will Save Your Privacy Practice

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Agenda







The Challenge

Privacy and Reputation

Other Crises to Consider

The Benefits of Proactive Planning

The Obligatory AI Slide

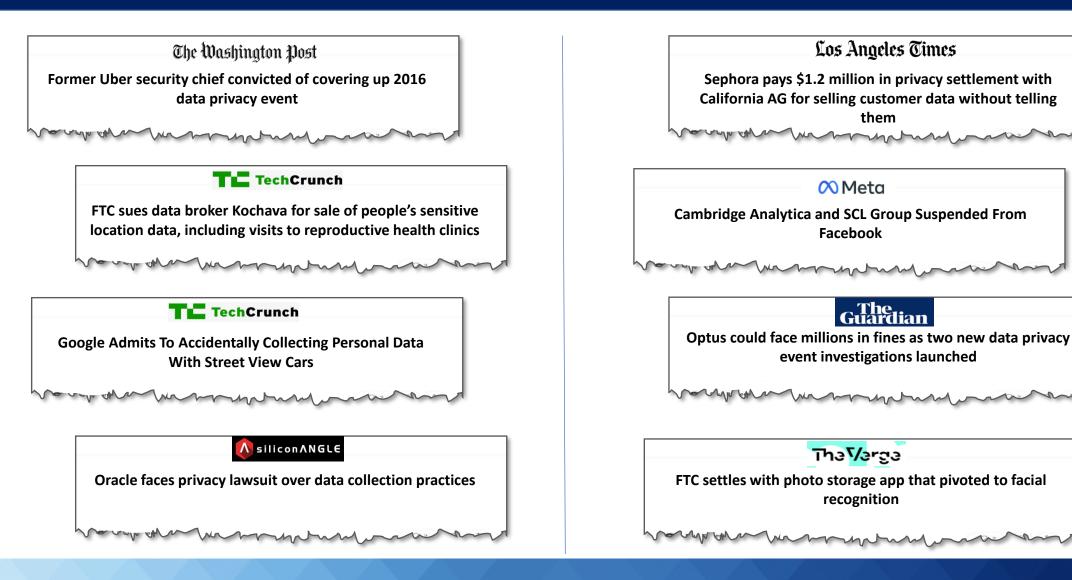




Good privacy communications strategy requires active collaboration among technologists, lawyers, and communicators.

Privacy and Reputation





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Other Crises to Consider





An employee uses ChatGPT improperly, including personal information stored in the Company's network.



A disgruntled former employee walks off with business sensitive information.



New state privacy legislation takes effect, changing the way you manage your data.



A top tier reporter calls asking for information on a story about your company's mishandling of health data.

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A government investigation into your company's data management protocols is launched.



A subcontractor is thrown under the bus by its prime for exposing user data.



- Strategy alignment across internal stakeholders
- Scenario mapping
 - Technical, Legal & Communications
- Action plan

The Obligatory AI Slide



- Why is it important
- Why to have a narrative ahead of time
- Impact of the lack of a plan

Questions?



Speakers





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