

**Communications as Key:**  
*How Communications Preparedness, Not Just  
Protections, Will Save Your Privacy Practice*

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# Speakers



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# Agenda

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The Challenge

Privacy and Reputation

Other Crises to Consider

The Benefits of Proactive Planning

The Obligatory AI Slide

# The Challenge

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

# Privacy and Reputation

**The Washington Post**

Former Uber security chief convicted of covering up 2016 data privacy event

**TC TechCrunch**

FTC sues data broker Kochava for sale of people's sensitive location data, including visits to reproductive health clinics

**TC TechCrunch**

Google Admits To Accidentally Collecting Personal Data With Street View Cars

**siliconANGLE**

Oracle faces privacy lawsuit over data collection practices

**Los Angeles Times**

Sephora pays \$1.2 million in privacy settlement with California AG for selling customer data without telling them

**Meta**

Cambridge Analytica and SCL Group Suspended From Facebook

**The Guardian**

Optus could face millions in fines as two new data privacy event investigations launched

**The Verge**

FTC settles with photo storage app that pivoted to facial recognition

# 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.



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?



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