

Privacy, Priorities, and Persuasion: A Strategic Playbook for Legal & Privacy Leaders

May 8, 2025



The information provided during this panel does not, and is not intended to, constitute legal advice.

Instead, all information, content, and materials presented during this panel are for general informational purposes only.

Speakers



Val Ilchenko

General Counsel & Chief Privacy Officer
TrustArc



Jeremy Berkowitz

Senior Director, Deputy Chief Privacy Officer
Paul Hastings



Rebecca MacVittie

General Counsel
NewStore



Jared Klebanoff

Assistant General Counsel, Privacy
Marqeta

Agenda

- Begin
- Assess
- Bargain
- Refine

(Then do it again!)

Begin

- Understand the business and data
- Identify stakeholders and begin to build relationships
- Build the foundation for a privacy program (if one does not exist)
- Identify potential gaps and risks
- Begin to assess what matters based on the business and privacy landscape...



Assess

- Understand the types of personal data your organization collects
- Understand who your organization's regulators are and what laws it must comply with?
- Determine how much risk your organization is willing to take on?
- Assess where the gaps are in your privacy and security programs?



Bargain

- Translate into solutions not obstacles
- Audience specific persuasion
- Illustrate your willingness to compromise
- Support through coalition – many voices
- Present a strong position



Refine

What is “Kaizen”?



Refine (Cont'd)

- Practice Empathy
- Adopt a Kaizen or Lean Methodology
- Conduct Post Mortems
- Improve ROI/Reporting Skills
- Communicate Success + Failures



Questions & Answers



Thank You!

