

**ADCG presents the  
Data and Cyber Governance Conference 2021  
A Virtual Event  
June 10<sup>th</sup> – 11<sup>th</sup> 2021**

**Beyond PII:  
New Laws, New Threats, New Technologies**

**PROGRAM**

*All sessions subject to change as we refine speaker availability.*

*All times are Eastern Standard Time*

<b>DAY ONE JUNE 10, 2021</b>	
<b>TIME</b>	<b>DESCRIPTION</b>
<b>1:00 PM</b>	<b>WELCOME &amp; ORIENTATION</b>
<b>1:05 PM</b>	<b>KEYNOTE SPEAKER: A THOUGHT LEADER IN U.S. NATIONAL PRIVACY LEGISLATION</b>
<b>1:35 PM</b>	<b>PANEL DISCUSSION: Beyond PII</b>  An exploration of the evolution of data privacy and protection and why it is not just about PII and the multitude of privacy laws that exist today and will grow tomorrow. Like it or not, we have a digital persona. This persona is used by industry and government for everyday decisions. Do we have sufficient safeguards to prevent its risks? Indeed, industry no longer needs consent if they no longer rely on information supplied by the consumer.  Why we need better safeguards – why we need to move beyond the laws / regulations centered on the

	<p>collection and use of PII, as these will not be sufficient safeguards.</p> <p>How AI has advanced to the point where without even contacting you, your digital profile can be created. What is the impact of this for the future?</p> <p>Why the EU is front and center with the concept of a consent-based privacy framework.</p> <p>Principles of Privacy by Design: What it needs to adapt to this Beyond PII world.</p> <p>Data Use Expectations and Limitations Required by Law (a common law of “don’t trespass on my digital space”)</p>
<b>2:25 PM SPOTLIGHT</b>	<b>THE NEW THREAT ENVIRONMENT</b>
<b>2:35 PM</b>	<b>BREAK</b>
<b>2:45 PM</b>	<p><b>REGULATORS AND INDUSTRY PARTICIPANTS DISCUSS: Danger—A Regulatory Tower of Babel</b>  <b>So many rule makers and rules that no one can get their head around what is required?</b></p> <p>Representatives to be chosen from the following:</p> <ul style="list-style-type: none"> <li>• EU</li> <li>• California</li> <li>• New York</li> <li>• Other States</li> <li>• Financial Regulators</li> <li>• Health Regulators</li> <li>• FTC</li> </ul>
<b>3:35 PM SPOTLIGHT</b>	<b>US. v. EU: Lessons Learned &amp; Existing Problems</b>
<b>3:45 PM</b>	<p><b>CONGRESSIONAL PANEL: NATIONAL PRIVACY LEGISLATION</b></p> <ul style="list-style-type: none"> <li>• Senate Staff</li> <li>• Other legislation influencers</li> <li>• Congressional Initiatives: <ul style="list-style-type: none"> <li>○ Senate Commerce Committee Bills</li> <li>○ Senate Banking Committee Bill</li> <li>○ House Legislation</li> </ul> </li> <li>• Solarium Commission Report</li> <li>• Links Between Privacy and Cybersecurity</li> </ul>

	<ul style="list-style-type: none"> <li>• A Biden Privacy Czar?</li> </ul>
<b>4:45 PM</b>	<b>FIRST DAY WRAP-UP</b> <ul style="list-style-type: none"> <li>• Summary</li> <li>• Highlights</li> <li>• Preview of day 2</li> <li>• Networking Round Robin Intro</li> </ul>
<b>5:00 PM</b>	<b>Networking Round Robin – 15 minutes each</b> <ul style="list-style-type: none"> <li>• Connection number 1</li> <li>• Connection number 2</li> <li>• Connection number 3</li> </ul>
<b>DAY TWO JUNE 11, 2021</b>	
<b>TIME</b>	<b>DESCRIPTION</b>
<b>1:00 PM</b>	<b>How should data be managed? WITH A LEADING PROFESSIONAL IN DATA PRIVACY AND PROTECTION EXPLORE THE</b> <ul style="list-style-type: none"> <li>• Role of Data Privacy and Protection Specialist (DPPS)</li> <li>• Roles of Legal, Risk and Compliance, and especially tone from the top, the CEO</li> <li>• Role of the Board, especially Audit and Risk Committees</li> <li>• Integration of data privacy and protection into the cybersecurity program and operations</li> <li>•</li> <li>• Education and Training all levels of the company</li> <li>•</li> </ul>
<b>1:50 PM</b>	<b>THOUGHT LEADER FROM MAJOR FORTUNE 500 COMPANY</b> <b>Looking Ahead: How “Smart” Technologies Will Shape The Future</b>
<b>2:10 PM BREAKOUT PANEL A</b>	<b>FCRA: Is the Granddaddy of Consumer Data Protection Legislation About to Get an Overhaul?</b> A panel of leading Consumer Rights Advocates will discuss how the Fair Credit Reporting Act by examining: <ul style="list-style-type: none"> <li>• Equifax Breach</li> <li>• Consumer Activist Challenges to fairness</li> <li>• Broader than Consumer Reporting Agencies</li> <li>• Big Data and Fintech Model</li> </ul>
<b>2:10 PM BREAKOUT PANEL B</b>	<b>Is the New York DFS cybersecurity regulation pointing to a new frontier in enforcement? And an exploration of the traditional state AG response to breach notifications.</b>

	<ul style="list-style-type: none"> <li>• A state official, a private attorney and a GC in a breached organization will discuss how states are on the frontlines of enforcement.</li> </ul>
<b>3:00 PM</b>	<b>BREAK</b>
<b>3:10 PM BREAKOUT PANEL A</b>	<p><b>Fintech, Biotech, Regtech: Promises and Threats posed by Data Analytics</b></p> <p><b>Case Study:</b> Fintech widens availability of financial services, but questions are raised about bias in algorithms, consent to use and sharing of personal financial information, and how to explain results in a way that consumers can understand.</p> <p><b>Case Study:</b> Malware, Ransomware, Denial of Service, and Theft of Data. A catalogue of threats and efforts to combat them.</p>
<b>3:10 PM BREAKOUT PANEL B</b>	<p><b>Data Localization and Cross Border Data Flows: Schrems II</b></p> <p>Schrems II, what it is now, what it was. What is at stake with the recent invalidation? Cross Border Data Flow Coalition.</p>
<b>3:50 p.m. SPOTLIGHT</b>	<p><b>Cyber Risks and Law Enforcement</b></p> <p>Law enforcement can only be reactive to a crime already committed. That hardly helps if your business is already under siege and the criminal is likely offshore. What can be done? The answer remains the same, (1) prevention and (2) preparation for the incident when it does happen. The trick is to know what the criminals can do – to what lengths will they go. Be prepared.</p>
<b>4:00 PM</b>	<p>Key Essentials -- the go to list of basics in dealing with and anticipating new laws, new threats, new technologies. Speakers, presenters and attendees compile a list of basics from what has been learned over past two days. List to be edited and distributed to attendees at end of conference.</p>
<b>4:50 PM</b>	<p><b>Closing Remarks</b></p> <p>Invited guest speakers will make best practice recommendations and predictions for the future.</p>
<b>5:00 PM</b>	<p><b>Informal Networking</b></p> <p>Meet and greet other attendees, speakers, sponsors and ADCG representatives.</p>

