Title: Prevent your Data from becoming Toxic:
Mapping, Privacy Risk Analysis, Cyber threats, DSAR, & Discovery
Presented by: Jerry McLver, Patricia Astorga, Avi Elkoni, Sadi Miraz. Moderated by Chris Gallagher
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90 minute CLE Privacy Course

Prevent your data from becoming Toxic:

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Organizations encounter various risks associated with data every day. Information contained within an organization may turn from business critical to an organization's downfall in a moment's time. Understanding where information is stored and identifying the type of information collected is merely the starting point of a mature information governance program. Through the implementation of data mapping and discovery initiatives organizations can mitigate the risks of collecting, retaining, and utilizing information in a way to drive the business forward.

Data privacy regulations are requiring organizations in all industries to understand what information they collect and store and how they are using the information in order to comply with certain Data Subject Access Requests (DSARs). These regulations, such as the California Privacy Rights Act, the Virginia Consumer Data Protection Act, and the General Data Protection Regulation are helping shape the way we conduct business and how we handle data.

Key Takeaways:

- Understand why data mapping is vital to an organization from privacy to litigation.
- Learn how technology and Legal professionals can work together and partner around the data privacy cycle and the role it plays within every organization.
- Discussion around overly broad retention strategies and the major risks posed
- Identify privacy risks with the collection and processing of personal information.
- Update on regulatory trends and best practices, such as Privacy by Design, and its role in an organization's data privacy efforts.

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Presenters

| Moderator	Panelist	Panelist	Panelist	Panelist
Chris Gallagher	Jerry McIver	Patricia Astorga	Avi Elkoni	Sadia Mizra
Chief Operating Officer, Trustpoint One	Director of Trustpoint Cyber Services	Chief Legal Officer, Mintz Group	Chief Technology Officer, OpenAxes	Attorney, Troutman Pepper

Introduction to data protection

- Avoiding data becoming a major risk for an organizations begins with identifying the information that an organization collects and processes.

- Data protection regulations are steering the way we do business and how we handle data.

- Some best practices in data protection
  - Data minimization principles
  - Understanding your data and processing
  - Robust data privacy programs

Data Privacy Life Cycle
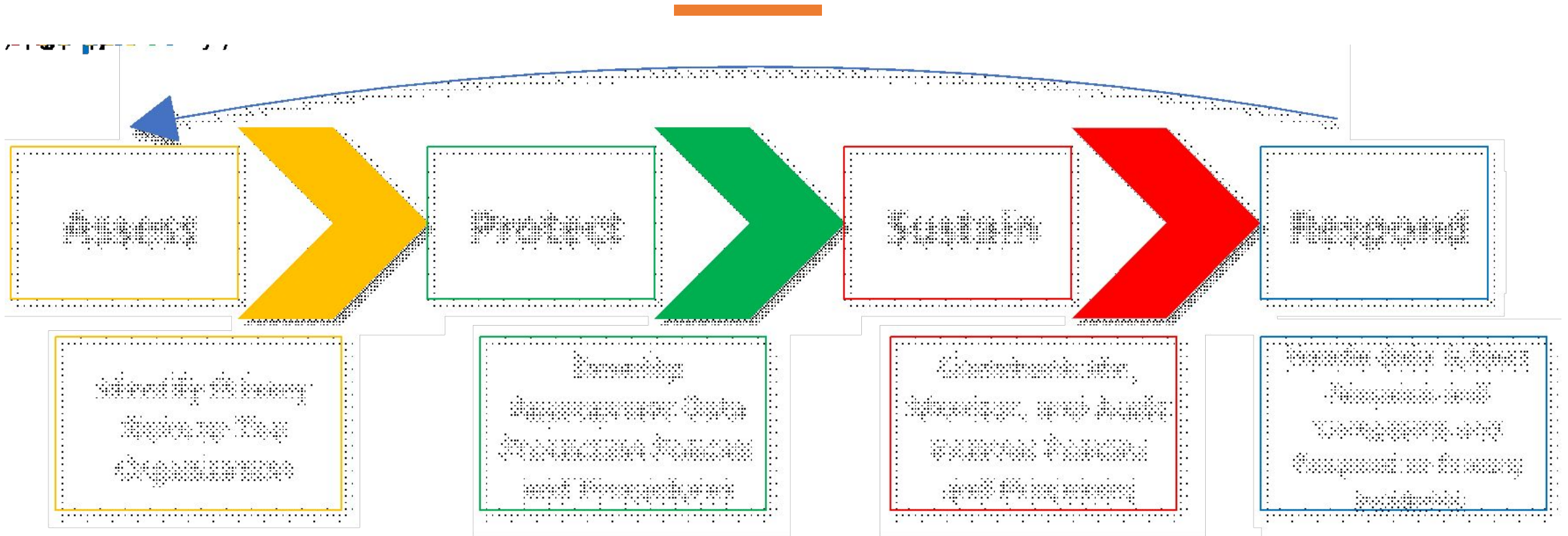
Why is Data Mapping vital for an organization?

- You cannot create a privacy policy or privacy program without knowing what kind of data you have and where it is located.

- It can be very difficult, if not impossible, to respond to Data Subject Access Requests without knowing where the data is.

- Use various technology and legal professionals for:
  - Data discovery
  - Data classification
  - Data inventory
  - Data workflow map

- Data mapping is not only for data privacy.

Data Discovery and Technology

- Technology uses for performing data discovery

- Identifying risks and retention

- Use of technology with data privacy professionals
  - Technology cannot automate the process. Used as a tool for efficiency, but professionals still implement aspects and adjust according to regulations or an organization's data privacy goals.

- Apply robust privacy policies to the technology
  - Retention schedules
  - Data minimization
  - De-duplication

Identifying and mitigating privacy risks

- Look at all of the collection points of data

- Avoid overly broad retention policies

- Use data minimization principles and unnecessary collection of data

- Lessen the processing of data

- Other risks to consider
  - Reputational Harm
  - Customer Satisfaction
  - Ethical

Globally Changing Landscape

- Privacy laws are ever-changing not only in the United States, but globally.

- Obtaining personal information or personal data for just one individual from a given state or country could subject your organization to certain data privacy regulations.

- Many states and countries are following the GDPR's comprehensive model.

Upcoming Regulatory Trends

- Foreign National Regulations
  - GDPR
  - Brazil

- States
  - California
  - Colorado
  - Virginia

- Proposed federal regulations
  - ADPPA

Conclusions and Takeaways

- Data mapping is critical to an organization from privacy to litigation.

- Technology and Legal professionals can work together and partner around the data privacy cycle and the role it plays within every organization.

- Avoid overly broad retention policies

- Identify privacy risks with the collection and processing of personal information.

- Update on regulatory trends and best practices, such as Privacy by Design, and its role in an organization's data privacy efforts.

Thank You.