Managing Risky Records: Evolving Privacy Best Practices
April 10, 2019
at Drinker Biddle & Reath, LLC, 1500 K Street NW, Washington, DC

Jointly presented by the Northern Virginia and Metropolitan Maryland chapters of ARMA

The privacy landscape continues to evolve rapidly. New legislation in California, Colorado, Vermont and elsewhere is bringing GDPR-like requirements to the U.S. Regulations include governing data brokers, social media and privacy, strengthened protections for data privacy, the right to request private data to be deleted, and restrictions around the Internet of Things. How do we rise to the challenge of meeting the requirements and disposing of data appropriately? How do these requirements impact data analytics initiatives?

Join the Northern Virginia and Metropolitan Maryland chapters of ARMA International to explore these topics in depth. We are excited that our opening keynote speaker is **Lauren Kitces, Global Privacy Manager at Willis Towers Watson**, who is a chair of the DC Chapter of the International Association of Privacy Professionals. Other speakers include widely respected subject matter experts from government, private industry, academia, legal, and technology:

- **Bennett Borden**, Chief Data Scientist and Chair, Information Governance Group at Drinker Biddle & Reath, LLP

- **Cullen Cowley**, Privacy Officer at the Food & Drug Administration

- **Tara Emory**, Director of Consulting, Driven, Inc.

- **Richard Hogg**, Global Privacy Compliance Guru, IBM

- **Margie Janney**, Agency Records Officer and Chief, Information Management Services Branch at U.S. Nuclear Regulatory Commission

- **Lydia Payne-Johnson**, Senior Privacy and Compliance Analyst, Division of Information Technology at George Washington University

Be sure to register early as space is limited to the first 80 people.

Early Registration (by March 29, 2019):	Registration after March 29, 2019:
Members: $100	Members: $125
Non-members: $125	Non-members: $150
Full-time Students: $50	Full-time Students: $50
3 or more registrants from the same organization: $75 per person	3 or more registrants from the same organization: $100 per person

To register, go to http://www.arma-metromd.org under News and Events or www.arma-nova.org under Upcoming Meetings

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7:45-8:20   **Registration/Breakfast**

8:20-8:30   *Welcome/Introductions*: Chapter presidents

8:30-10:00   **Lauren Kitces, Global Privacy Manager, Willis Towers Watson**

Opening Keynote: Overview of the Evolving Privacy Landscape

Interest in protecting personal privacy is growing rapidly. While Americans have traditionally focused on identity theft and data breaches, other countries and regions have developed regulations such as the General Data Protection Regulation (GDPR) to protect privacy as a personal right. Perhaps spurred by GDPR, many countries and regions are updating or issuing new laws dictating stricter data privacy requirements. In the U.S. there are now a number of states which are introducing legislation with strong data privacy provisions, there is talk of a federal privacy law, and citizens are demanding more accountability around how their personal data is managed. The result is a rapidly evolving set of privacy requirements that can be challenging to meet – but it can also improve the public image of an organization. This presentation will provide an update on current and expected regulatory requirements and reflect on how we can rise to the challenge of securing and protecting personal data.

10:00-10:25   *Break*

10:25-11:55   *Panel Presentation*: **Lydia Payne-Johnson, Senior Privacy and Compliance Analyst, Division of Information Technology at George Washington University; Cullen Cowley, the FDA's Privacy Officer; Margie Janney, NRC Records Officer; panel discussion to be led by Richard Hogg, Global Privacy Compliance Guru, IBM**

Conducting a Privacy Impact Assessment

A Privacy Impact Assessment (PIA) is an analysis of how personally identifiable information is collected, used, shared, and maintained. It is a commonly leveraged process to ensure that privacy requirements are consistently addressed in new systems or processes where personal data is transmitted or managed, and helps reduce the risk of non-compliance. This panel will discuss best practices in conducting PIAs, as well as challenges in mitigating the risks that the process uncovers.

11:55-1:10   *Lunch and Speed Networking*

Representatives from our platinum and gold sponsors will spend 10 minutes at each table in an interactive format to discuss topics of mutual interest

1:10-2:40   **Tara Emory, Director of Consulting, Driven, Inc.; Richard Hogg, Global Privacy Compliance Guru, IBM**

Addressing the Duty to Dispose in a Post-GDPR World

Defensible disposition is always a challenge that records managers have struggled to manage according to policy, but requirements to retain personal data no longer than necessary make it especially important to execute properly. How do we identify where personal data is stored, and how do we assess the retention requirements for that data? How do we ensure that the data is disposed at the proper time? How do organizations monitor personal data retained on their behalf by third parties? What are the options when a third party says that those requirements can't be met?

2:40-3:05   *Break*

3:05-4:35   **Bennett Borden, Chief Data Scientist and Chair, Information Governance Group at Drinker Biddle & Reath LLP**

Ethical and Legal Issues Around Analytics

Analytics can be a powerful tool when mitigating personal data, since the technology can be used to quickly assess and take action on that data. On the other hand, the tremendous interest in using data analytics to "mine" Big Data is increasing the pressure to keep as much of that data around as long as possible. What are the ethical and legal issues to consider when leveraging data analytics when the law is still developing in this area? How do we resolve the tension between the benefit of such trends as data personalization and the risks of potential misuse? How can we use data science principles to address issues with the practice of law, privacy, security and information governance?

4:35-4:45   ***Conclusion/Wrap-up***: Chapter presidents

Speakers

BENNETT BORDEN, ESQ.

Chief Data Scientist and Chair, Information Governance Group at Drinker Biddle & Reath, LLP

Bennett is a globally recognized authority on the legal, technological and policy implications of information. Bennett has focused his career on helping clients use the power of information governance to drive strategic outcomes, reduce e-discovery costs, and improve business operations. Beginning with his work in the intelligence community, and continuing to his current positions as Chief Data Scientist and Chair of Information Governance at Drinker Biddle & Reath, LLP, Founder & Chair of the Information Governance Initiative, and Executive Managing Director of Tritura IG LLC, Bennett understands that electronic information is a reflection of human thought, choice and conduct. Properly leveraged and protected, information can be a powerful force in achieving business, governmental and societal objectives. Harnessing this force and harvesting the benefits of its application is what drives Bennett's work.

CULLEN COWLEY

Privacy Officer at the Food & Drug Administration

Cullen has served as FDA's senior official for privacy since 2014 and holds a number of International Association of Privacy Professionals certifications. He worked in the private sector before coming to the FDA in 2011 to work on privacy matters. He has an undergraduate degree at the University of Maryland and a law degree from Washington University in St. Louis. He is a big fan of the Washington Nationals, Maryland Terrapins, and friendly dogs.

TARA EMORY, PMP

Director of Consulting, Driven, Inc.

Tara Emory advises organizations and law firms on information governance programs and e-Discovery. Her IG practice includes data management and compliance, privacy, policies, records management technology, and defensible deletion. In litigation, she is an expert on search methodologies, data preservation and collection approaches, discovery protocols, and strategies for resolving discovery issues with litigation adversaries, government regulators, and the courts. Above all, Tara seeks to solve her clients' unique data problems in ways that reflect a best fit for each client and matter. Tara is a lawyer, certified Project Management Professional, experienced participant in e-Discovery advisory groups, and a frequent speaker at law firms, corporate legal departments, and eDiscovery and information governance conferences.

RICHARD HOGG, CITP ERMp

Global Privacy Compliance Guru, IBM

With 15+ years global experience across Information Governance, Analytics, eDiscovery & Enterprise Content Management, Richard has consulted the last four years with heavily-regulated clients worldwide on their GDPR journey towards readiness for data privacy and security. He is responsible for the global cross-IBM privacy capabilities, services and solutions, and is the workstream owner of IBM's internal GDPR Readiness Program. He works with clients to assess information governance initiatives and their cost and risk, developing a business case with focused recommendations on quick wins to further the clients' objectives, engaging with them on executing an IG Program delivering benefits of reduced costs & risks. Client benefits have covered defensible disposal, e-discovery, records and retention management, privacy, legacy data cleanup and archiving. He is a frequent speaker annually across AIIM, ARMA, MER, LegalTech, Insight, World of Watson, DataSummit, DataWorks, InfoGovCon, IPBA, ILTA, IAPP and Think. He was a finalist in 2016 and 2017 for InfoGovCon IG Expert of the Year, and was named a 2018 Top 50 Social Influencers in Risk, Compliance and Regtech.

MARGIE JANNEY, CRM/NS/FED

Agency Records Officer and Chief, Information Management Services at U.S. Nuclear Regulatory Commission

As Chief of the Information Management Services Branch at the U.S. Nuclear Regulatory Commission, Margie Janney is responsible for ensuring that information management policy, standards, and governance are developed and followed based on applicable law and regulations and, when appropriate, industry best practices – including data privacy requirements. Margie manages the agency-wide records program and records lifecycle management, including changes to NRC information tools such as file plans and records retentions, and develops and promulgates a structured framework for classifying and organizing NRC information. She and her staff operate and oversee the NRC's Document Processing Center (DPC); establish and maintain document profiles and access rights; make agency records available to the public; and manage and implement the Sensitive Unclassified Non-Safeguards Information (SUNSI) and Controlled Unclassified Information (CUI) programs. Prior to joining the NRC as a Senior Program Analyst in 2000, Margie

was Records Manager at TRW. She is a Certified Records Manager, Certified Nuclear Information and Records Specialist, and Certified Federal Specialist.

LAUREN KITCES
Global Privacy Manager, Willis Towers Watson

Lauren Kitces is the Global Privacy Manager at Willis Towers Watson. She manages global privacy compliance initiatives, advising both the corporate and client facing functions of the company. Lauren interacts with a myriad of data privacy and data protection requirements that have recently included work on significant changes to the global privacy atmosphere including strategic roles working with the Global Data Protection Regulation, the Chinese Cybersecurity Law, international data localization provisions, and cross-border data transfer requirements. Lauren further advises and assists on client negotiations and contracts, annual or client-driven assessments, audits, and questionnaires, and interacts with IT and Information Security to effectuate necessary procedures and updates. A geek at heart, Lauren is drawn to complex jurisdictional questions surrounding application of relevant provisions in the face of unclear or competing provisions and always loves a good conversation on anything related to data privacy.

LYDIA PAYNE-JOHNSON
Senior Privacy and Compliance Analyst, Division of Information Technology at George Washington University

Lydia Payne-Johnson is Senior Privacy and Compliance Analyst, Division of Information Technology at George Washington University. She is a former Chief Privacy Officer at a number of organizations, most recently at Freddie Mac. She has more than 30 years' experience specializing in privacy, regulatory compliance, operational risk management, cybersecurity, data loss prevention, incident response and consumer marketing. During her tenure at Freddie Mac, she put in place a strong privacy risk and controls framework as the foundation of the enterprise privacy program. She played a crucial role in defining the privacy policy, establishing business-level Privacy Champions and implementing standards and requirements that are in line with US laws, regulations and industry leading practices. Lydia led a successful cross-functional, multi-year initiative around database encryption and end user data masking, partnering with IT, Information Security and key stakeholders.