



## 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?

8:00-8:30 **Registration/Breakfast**

8:30-8:45 **Welcome/Introductions:** Chapter presidents

8:45-10:15 **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, Europeans and much of the rest of the world have developed regulations such as the General Data Protection Regulation (GDPR) to protect privacy as a personal right. Now a number of U.S. states are introducing legislation with GDPR-like 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.

10:15-10:45 **Break**

10:45-12:15 **Panel Presentation:** Lydia Payne-Johnson, Senior Privacy and Compliance Director 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 GDPR Evangelist, 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.

12:15-1:45 ***Lunch and Speed Networking***

*Description*

1:45-2:30 **[Tara Emory](#) , Director of Consulting, Driven, Inc.; [Richard Hogg](#), Global GDPR Evangelist, 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?

2:30-3:00 ***Break***

3:00-4:30 **[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? How do we resolve the tension between the benefit of such trends as data personalization and the risks of potential misuse?

4:30-4:45 ***Conclusion/Wrap-up***: Chapter presidents