

# A Legal Intro to Privacy and Data Protection Law

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# Overview of Applicable Laws

# Privacy Is A Fractured Landscape

- There is not a single comprehensive U.S. privacy law.
- State laws
- Sector-specific federal laws
- International laws



# What Is Personal Information (PI)

- It depends...

Group Member Sign-Up Form

Full name

First Last

Email address

Phone number

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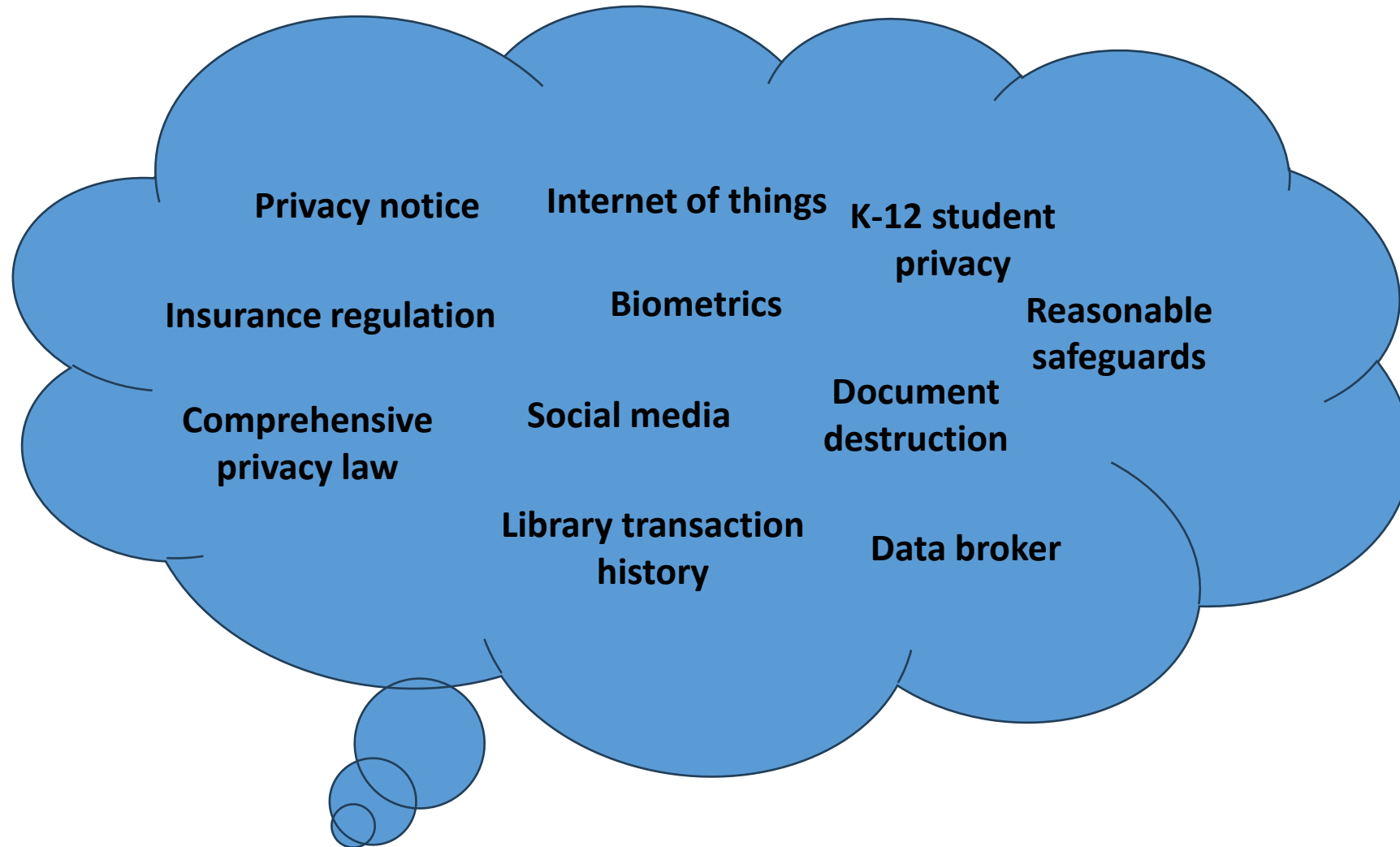
Age

Occupation

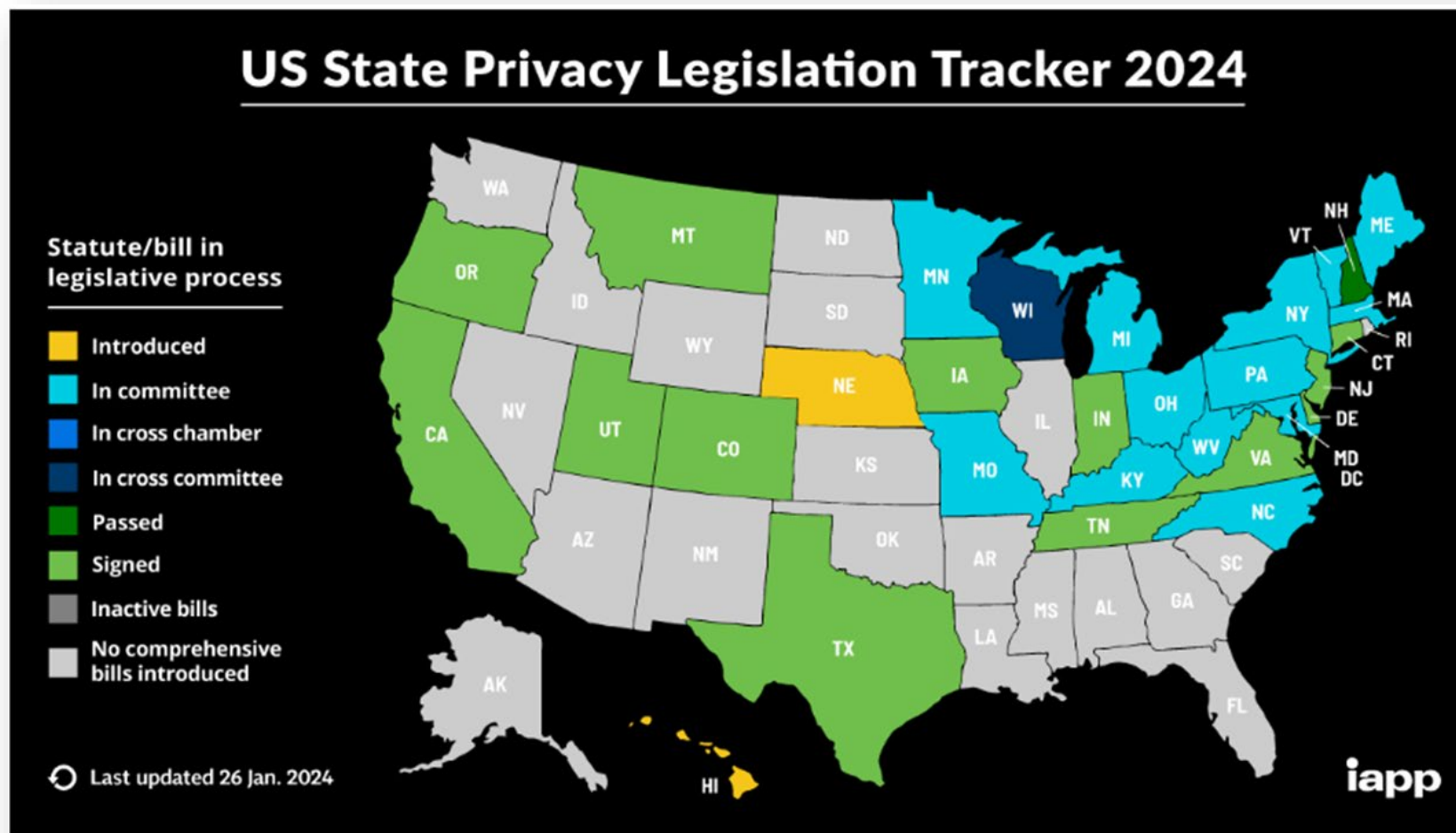
Interests and hobbies

Reason for joining

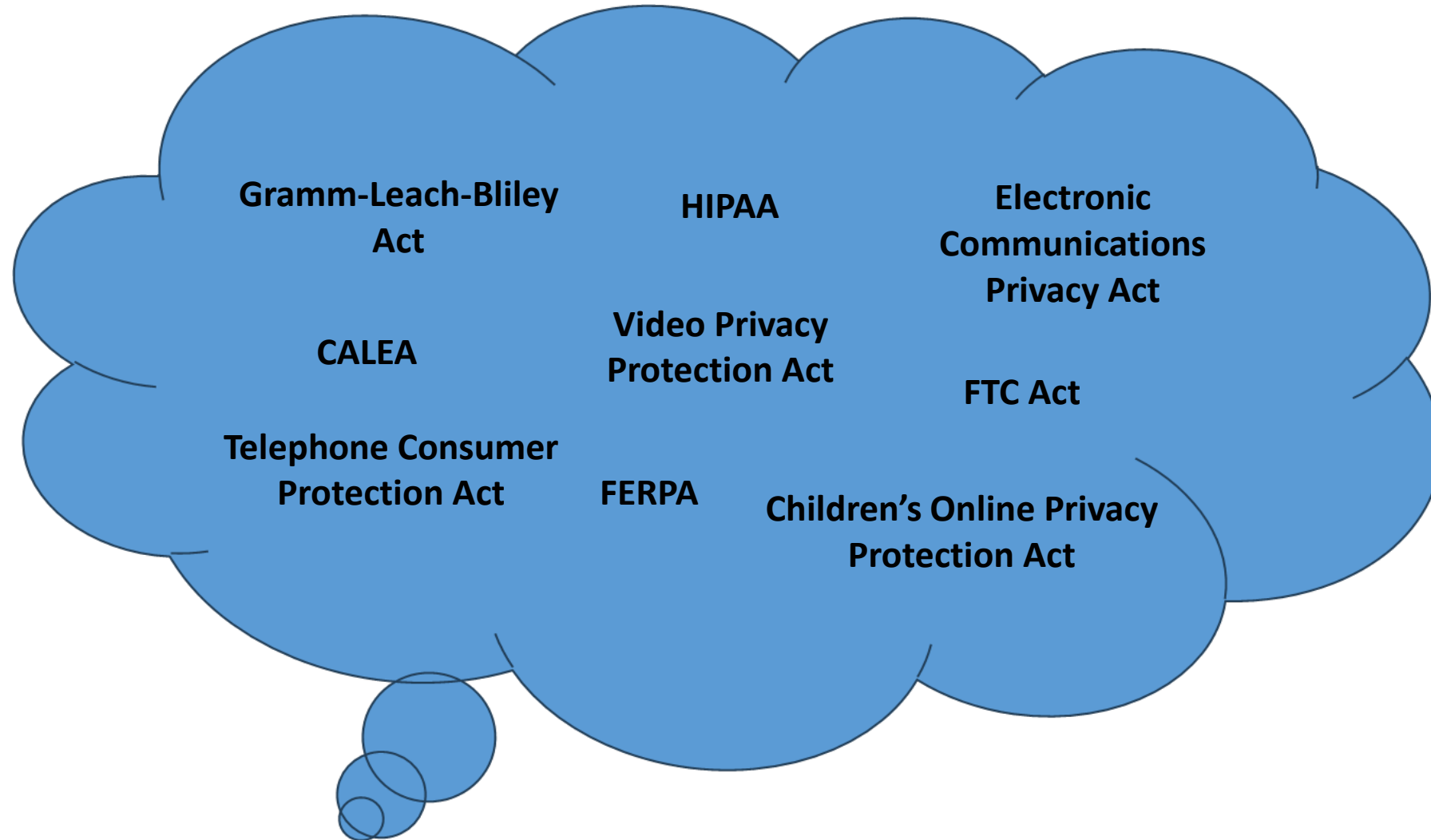
# State Laws



# Comprehensive State Privacy Laws

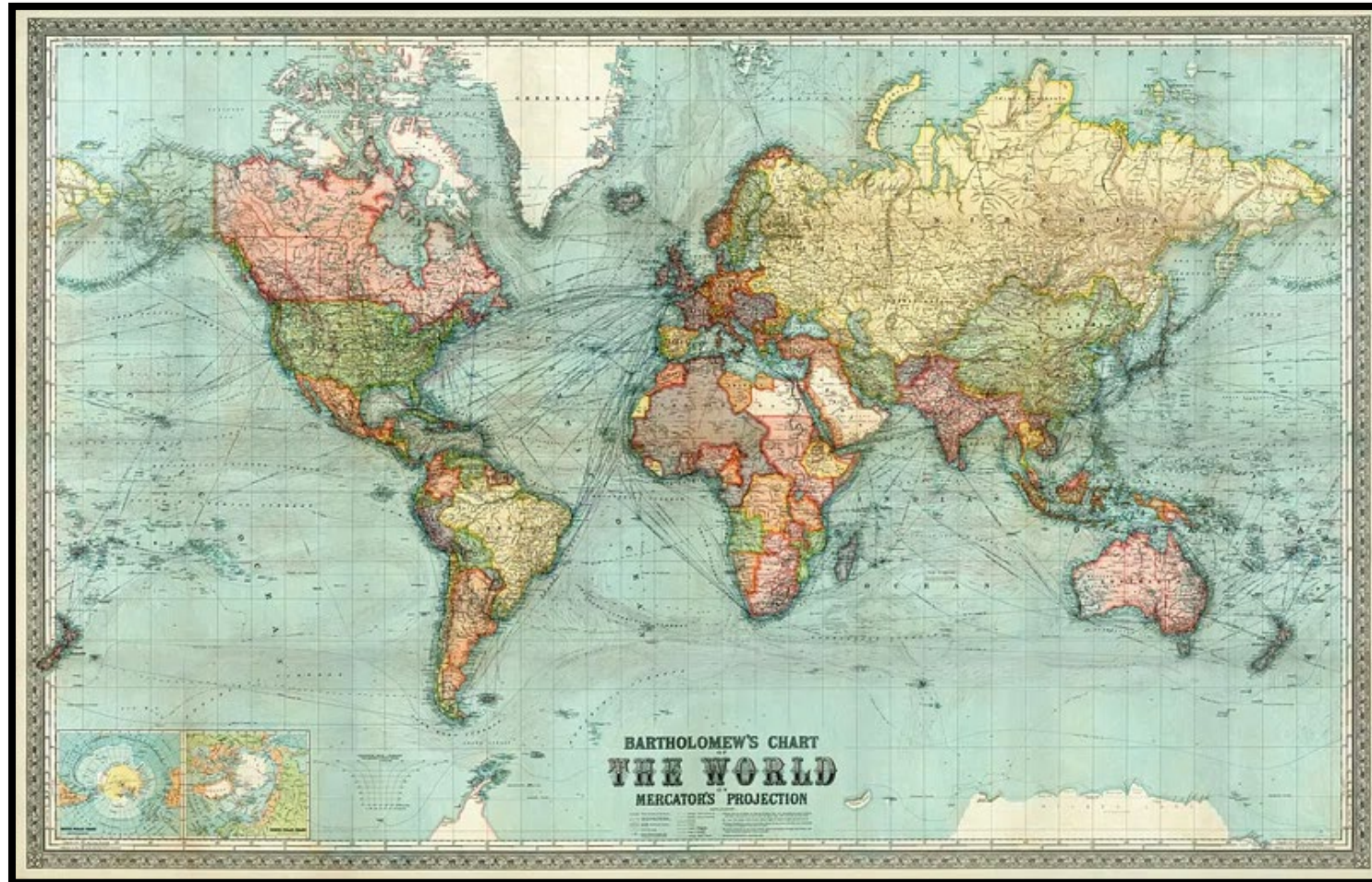


# Federal Laws





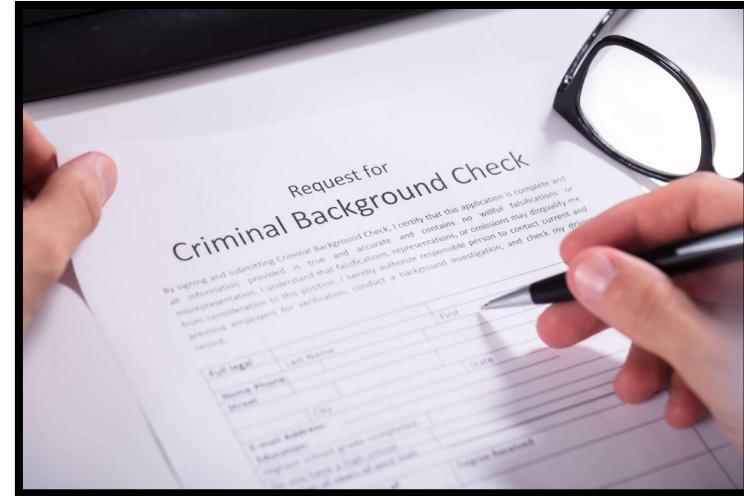
# International Laws





# Employee Information

- Background checks
- Personnel files
- Health information
- Social media
- Biometric information



# Preparation and Implementation

# Quick Issue Spotting Checklist

- How does the business handle customer data?
- Has the business received rights requests?
- Has the business recently updated its privacy notice and website terms of use?
- What is the geographic scope of the business?
- Does the business have upcoming plans for marketing or business expansion?
- Does the business have an incident response plan?



# Data Protection Addendum/Agreement (DPA)

- State law statutory requirements
- International data transfers



# External and Internal Review

- External notices need to match internal policies
- Employees have privacy rights (depending on jurisdiction)



# Changing Technologies and Risk Vectors

- Privacy law is a rapidly changing field





# Nailed It?



# Risks of Non-Compliance

- Reputational harm
- Enforcement action and penalties
- Class actions



# Thank You

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