



Wednesday, September 11

12:00 PM

Welcome & Introduction Lunch

This sit-down lunch is your first opportunity to meet all of the great data privacy leaders you'll get to know at the Board Meeting.

1:00 PM

Global privacy standards: Creating a baseline to stand the test of time

LISA GARRETT, AT&T

Lisa Garrett, Director of Privacy at AT&T, will share how she worked with key partners to build U.S. domestic and international privacy company frameworks to standardize policies across her global organization. Lisa will highlight key challenges, lessons learned, and how this approach has served as a jumping off point for maturing AT&T's overall privacy practices.

1:45 PM

Assessing your privacy maturity: Practical steps and lessons learned

CHRISTINE SZAFRANSKI AND FRED JANDT, AMERICAN FAMILY INSURANCE

Evaluating the maturity of your privacy program is vital, not only for quantifying your progress but also demonstrating the value to leadership. Director of Privacy and Consumer Affairs Christine Szfranski and Privacy Program Manager Fred Jandt at American Family Insurance will share their approach to privacy program assessment, including leveraging popular frameworks and practical steps to incorporate them into your enterprise.

2:30 PM

Data privacy and change management: Leading through organizational shifts

ASHLEY SLAVIK, ADM

Ashley Slavik, Chief Privacy and Information GRC Officer at ADM, will share her strategies for launching a culture shift within a large global organization. Ashley will discuss finding and influencing key stakeholders, leveraging privacy adjacent skill sets, recalibrating privacy language and terms to fit a company's legacy culture and systems, and tailoring your work as much as possible in a world of generic privacy frameworks

3:30 PM

Privacy compliance in website tracking: Optimizing your process

SARAH STALNECKER AND KELLEY WALSH, NEW BALANCE ATHLETICS

Join Kelley Walsh, Associate General Counsel, and Sarah Stalnecker, Director of Global Data Privacy at New Balance Athletics, for a behind-the-scenes look at the processes they've deployed to ensure transparency in website data sharing practices. Their process review will include the tools they use, samples of their documentation requirements, and best practices in driving business team adoption.

4:15 PM

Crafting a responsible and streamlined AI program

JANINE FOSTER, TARGET

As more AI products make their way into your company's operations, how are you evaluating and mitigating risks related to data privacy and responsible AI in your organization? Janine Foster, Senior Director of Privacy and Responsible Technology at Target, will share how they're building a risk management framework that accounts for new developments in AI, while also allowing their business to move forward with projects safely and efficiently.

9:00 AM

Privacy careers: Fostering long-term growth

ANDREW BJERKEN, MARRIOTT VACATIONS WORLDWIDE

Privacy as a discipline has grown rapidly in the last decade, but career trajectories for privacy professionals haven't kept pace in terms of clear levels or organizational growth. As privacy leaders, how can we address this need for our teams and for the industry as a whole? Andrew Bjerken, VP and Chief Privacy Officer at Marriott Vacations Worldwide, will lead this confidential conversation as we discuss the barriers we face in codifying privacy roles, what we can learn from related disciplines, and best practices to advance privacy as a career path for ambitious employees.

9:45 AM

Wielding privacy technology for efficiency and growth

RYAN SCARDIGLI, AES

As the number of privacy vendors rapidly increases, how are you ensuring that your choices are improving your program while also providing enough ROI to justify their implementation? Ryan Scardigli, Privacy and Cybersecurity Program Manager at AES, will lead this conversation on how we're evaluating technology options, including determining short- and long-term value, exploring where there is the greatest potential for automation, and examining forward leaning options and the impact on our work.

10:35 AM

Considering the wider impact of consumer health privacy laws

MELISSA PARISI, HERBALIFE

As U.S.-state laws have created broad categories for what is considered "health" data, how are you incorporating these new standards into your privacy program? In this discussion led by Melissa Parisi, VP and Worldwide Privacy Counsel at Herbalife, we'll discuss our best practices for dealing with privacy notices, collecting consent, and what we anticipate having to address in the future as we enter a new era of consumer privacy considerations.

11:20 AM

Partnering with internal stakeholders to support your privacy story

VIRGINIA NEISWENDER, COX ENTERPRISES

How are you leveraging key internal partnerships at your company to further your privacy objectives? In this conversation, Virginia Neiswender, Associate General Counsel for Enterprise Privacy at Cox, will lead us as we share our use cases and brainstorm creative options when it comes upleveling our privacy reach. We'll consider traditional partners, out of the box ideas, and unique approaches to getting others' objectives to also support your privacy KPIs and goals.

12:00 PM

Lunch Discussions

1:00-3:30 PM

Unconference Rounds (4)

Unconferences are fast-paced, peer-to-peer discussions where you suggest discussion topics, vote for your favorites, and join the conversations that interest you most. It means you're spending the entire time talking about exactly the right things for you, not some canned agenda set by meeting planners months in advance.

Example topics:

- Beyond Data Privacy Day: How to increase awareness year-round
- Addressing employee privacy concerns
- Vendor review: OneTrust
- Taking on AI accountability
- Data mapping: Building for long-term privacy success
- Data minimization strategy for privacy compliance
- Operationalizing Privacy by Design