

CYBERSECURITY AND PRIVACY LAW CONFERENCE

DATE

NOVEMBER 4, 2021

TIME

MCLE REGISTRATION

12:30 - 1:00 p.m.

Doors Open: 12:30 - 1:00 p.m.

PROGRAM

Opening Remarks: 1:00 p.m.

Panel I: 1:00 - 2:30 p.m.

Panel II: 2:40 - 3:40 p.m.

Panel III: 3:45 - 4:45 p.m.

Closing Remarks and

Networking: 4:45 - 5:45 pm

COST

FREE - RSVP required

LOCATION

VIRTUAL CONFERENCE

Platform: www.remoo.co

MCLE: 3.5 HOURS

TO RECEIVE MCLE CREDIT, YOU MUST SIGN IN DURING THE DESIGNATED MCLE REGISTRATION PERIOD. THIS ACTIVITY IS APPROVED FOR MINIMUM CONTINUING LEGAL EDUCATION CREDIT BY THE STATE BAR OF CALIFORNIA. BASF IS A CERTIFIED PROVIDER. PROVIDER #103

SPONSORS

Baker McKenzie

Bleichmar Fonti & Auld LLP

Edelson LLP

Gibson, Dunn & Crutcher LLP

Lieff Cabraser Heimann &

Bernstein

INTERESTED IN SPONSORSHIP OPPORTUNITIES, EMAIL events@sfbar.org

CHAIR

Eve-Lynn Rapp, Edelson PC

EVENT CODE: G214501

PANEL I

MCLE 1.5 Hours

California's Privacy Laws and the Birth of a Privacy Agency

How has the Attorney General been enforcing the CCPA? How will the new California Privacy Protection Agency approach its mandate? What should consumers & companies know about California privacy laws?

- What enforcement of the CCPA has taken place
- How the new California Privacy Protection Agency views its roles and responsibilities going forward
- How companies have been complying with the California Consumer Privacy Act (CCPA)
- How California residents have been exercising their rights under the CCPA, including to access, delete and port their personal information and opt out of the sale of their personal information
- How the California Privacy Rights Act will change the California privacy law landscape

Panelists

Jennifer Urban, Chair of the California Privacy Protection Agency

Stacey Schesser, Supervising Deputy Attorney General, Consumer Law Section's Privacy Unit of the Office of the California Attorney General

Adam Schwartz, Senior Staff Attorney, Electronic Frontier Foundation

Jonathan Tam, Senior Associate, Baker McKenzie

Moderator

Jim Dempsey, Lecturer, UC Berkeley School of Law, Senior Policy Advisor, Program on Geopolitics, Technology and Governance, Stanford Cyber Policy Center

PANEL II

MCLE 1 Hour

Recent Developments in U.S. Privacy and Data Security Law Beyond

California: In-House and Outside Counsel Perspectives

This informative panel will share in-house and outside counsel perspectives on new developments and significant trends in state privacy and data security laws, cutting edge legal and regulatory issues, and risk management considerations

- New developments and trends in state privacy and data security laws
- Proposals for and prospects for federal privacy law
- Cutting edge legal and regulatory issues, and their impact on industry including big data, IoT, and biometrics
- Key risk management considerations

Panelists

Derek Care, Legal Director, Privacy, Uber

Elizabeth Canter, Partner, Covington

Moderator

Cassandra L. Gaedt-Sheckter, Gibson, Dunn & Crutcher LLP

PANEL III

MCLE 1 Hour

Dark Patterns and Manipulative Design: What Lawyers and Their Clients Need to Know

Dark patterns are design techniques that deliberately trick users into doing something they might not otherwise have done—like buying something or providing personal information—or prevent them from doing something they want to do—like opting out of a subscription service. During this hour, our panel of legal, technical, and design experts will tell you everything you need to know about this new and evolving issue impacting online consumer behavior.

- What "dark patterns" are and how they are different from other sales tactics
- How dark patterns affect consumer behaviors and harm consumers
- The FTC's recent action on dark patterns
- California's new privacy law and how it applies to manipulative design

Panelists

Maureen Mahoney, Senior Policy Analyst, Consumer Reports

Jasmine McNealy, Ph.D., Associate Professor, Dept. of Telecommunication, in the College of Journalism and Communications at the University of Florida

Abbey Barrera, Gibson, Dunn & Crutcher LLP

Moderator

Jennifer Lynch, Surveillance Litigation Director, Electronic Frontier Foundation

Register at www.sfbar.org