

CONTINUING LEGAL EDUCATION

THE BAR ASSOCIATION OF SAN FRANCISCO



The Cybersecurity and Privacy Law Section presents

When AI Acts

Privacy, Security, and Accountability in Agentic Commerce

Speakers

Jonathan Tam

Baker & McKenzie

Sergio VeLarde

Visa

Sarah (Egdal) Hollenhorst

MIXT

As AI systems evolve from answering questions to taking actions, “agentic commerce” is becoming a reality. AI agents can now search, negotiate, authenticate, and execute transactions on users’ behalf. These capabilities require systems to access and process large volumes of personal, financial, and behavioral data, raising significant privacy, cybersecurity, and governance challenges. When an agent initiates a payment, changes an account setting, or accepts contractual terms, organizations must consider not only questions of authority and liability, but also how sensitive data is accessed, verified, logged, and protected.

This session will examine agentic commerce through the lenses of privacy regulation, cybersecurity risk management, and emerging AI governance frameworks. The discussion will explore issues such as authentication and authorization of AI agents, safeguards to prevent unauthorized actions or data access, auditability and traceability of agent decisions, and compliance with privacy laws governing profiling and automated decision-making. The session will also highlight operational controls regulators increasingly expect, including transparency to users, data minimization, secure system design, and robust monitoring and incident response capabilities.

Topics

- Authentication and authorization of AI agents transacting on consumers’ behalf
- Privacy and security risks for agent-enabled systems
- Auditability and traceability of agentic decisions
- Regulatory expectations and compliance with emerging AI governance frameworks
- Authority and liability considerations across the agentic ecosystem

Section Chair

Hung Chang, Recurve Law

Register online: www.sfbar.org/calendar

Thursday

June 25, 2026

MCLE Registration: 4:30 - 5:00 p.m.

In-Person Program: 5:00 - 6:15 p.m.

MCLE: 1 Hour

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

Location

In-Person

BASF Offices

50 Fremont Street, Suite 1700

San Francisco, CA

Cost

Free for BASF Law Student

\$50 Section Member

\$60 BASF Member

\$75 All Others

All prices increase \$10 on the day of the program.

Pre-registration is required.

Viewing Options



In-Peron program, register at www.sfbar.org



Webcast Recording will be available. Register separately on our online platform.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations at events@sfbar.org.

All are welcome, varying rates apply based on membership status.

Event Code: G264503