

THE BAR ASSOCIATION OF SAN FRANCISCO
CYBERSECURITY AND PRIVACY LAW SECTION PRESENTS

CYBERSECURITY AND PRIVACY LAW CONFERENCE

DATE

OCTOBER 24

TIME

MCLE REGISTRATION
12:30 - 1:00 p.m.
PROGRAM
1:00 - 4:30 p.m.
NETWORKING HAPPY HOUR
4:30 - 5:30 p.m.

COST

\$50 Section Member
\$75 BASF Member
\$90 Non Member
FREE for BASF Students

LOCATION

BASF Conference Center
301 Battery Street
San Francisco, CA

SPONSORS

**Baker
McKenzie.
Edelson**

MCLE: 3 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

CHAIR

Eve-Lynn Rapp, Edelson

VICE-CHAIR

Emily Aldridge, JUUL Labs

EVENT CODE: G194501

SESSION I

Rights and Obligations under California's New Privacy Laws

California has several new privacy and data security laws, with new consumer rights, new obligations on corporations, and a new private right of action. Panelists will share insights on how the California Consumer Privacy Act (CCPA) will be interpreted, administered and enforced when it becomes operative on January 1, 2020, how it compares to current privacy laws, how it could be totally revamped next year through a new ballot initiative, and how businesses with California customers and users are preparing to comply.

Moderator

Jim Dempsey, Executive Director, Berkeley Center for Law & Technology

Panelists

Adam Schwartz, Senior Staff Attorney, Electronic Frontier Foundation's Civil Liberties Team

Jonathan Tam, Associate, Baker & McKenzie

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

SESSION II

California Consumer Privacy Act and the Internet of Things

This session will take a deep dive into how the CCPA could substantially alter the privacy landscape, drawing on two specific, rapidly-evolving contexts: (1) autonomous vehicles, which generate mountains of data and are required by California law to store much of that sensor data for crash analysis purposes; and (2) AI and machine learning, where machine learning models can often "memorize" information from their training datasets. It will examine whether de-identification of data offers an effective means of ensuring CCPA compliance while still allowing innovative data usage.

Speakers

Jordan Jaffe, Partner, Quinn Emanuel Urquhart & Sullivan

Jacob Snow, Technology & Civil Liberties Attorney ACLU of Northern California

SESSION III

Federal and Foreign Legislation, Enforcement, and Litigation

This panel will feature perspectives from attorneys across diverse industries and legal practices. The discussion will include significant FTC opinions and orders from 2019, proposed federal privacy and cybersecurity legislation, and GDPR compliance.

Speaker

Mika Shah, Assistant General Counsel & Legal Director, Mozilla

Michael Egan, Partner, Baker McKenzie

Adam J. Zapala, Partner, Cotchett, Pitre & McCarthy

Moderator

Eve-Lynn Rapp, Partner, Edelson

Register at www.sfbbar.org