

Updates and Insights on U.S. Data Privacy and Security

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Presenters



Dan Clarke

IntraEdge and Truyo
Products & Solutions
Moderator



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Agenda

1. Update on policy and rulemaking related to data privacy
 - Federal
 - State and international
2. Implications beyond privacy
3. Practical perspective from regulated entities

IntraEdge

IntraEdge is a large technology services, product, and training company.

- Founded in 2002 in Phoenix, AZ
- Expertise in technology innovation
- Experienced in building SaaS and PaaS solutions
- Deep industry knowledge: finance, retail, education, and transportation/logistics
- International scope and reach

Intel® and IntraEdge came together to address established and emerging data privacy rights laws. **The result is Truyo.**



Federal Data Privacy Policy and Rulemaking

The Washington Post

Congress has another chance at privacy legislation. It can't afford to fail again.

By [Editorial Board](#)

May 9, 2021 at 8:00 a.m. EDT

CONGRESS RAN out of excuses for its inability to pass a privacy law years ago. Now, some of its members are promising they'll finally do their jobs — just give them another year and a half.

Other Privacy Regulations



U.S. state law and overseas



State-specific data privacy and breach notification laws



Impact of the GDPR on U.S. companies

States to Watch



- **Colorado**
- **Connecticut**
- **New York**
- **Texas**
- Illinois
- Massachusetts
- New Jersey
- Rhode Island
- ~~Alabama~~
- ~~Alaska~~
- ~~Arizona~~
- ~~Florida~~
- ~~Kentucky~~
- ~~Oklahoma~~
- ~~Utah~~
- ~~Washington State~~

Privacy Interactions with Adjacent Subjects



Other areas of regulation and technology have implications for privacy



**Bank Secrecy Act /
Anti-Money Laundering**

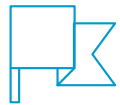


Artificial Intelligence



Health and Safety

Practical Perspective from Regulated Entities



Conflicting and constantly changing regulatory regimes create challenges



Global or Regional Strategy?

- U.S., EU, China



Operationalizing Privacy

- Reduce privacy drag on business



Multiple Stakeholders

- Privacy, Legal, Compliance, Risk, Vendor Governance, CTO, CIO, marketing, commercial and more



Compliance is costly and uncertain



Complex privacy risk decisions

- Multi-jurisdiction
- Budget implications

Truyo Features

Create better privacy experiences for consumers, employees, privacy teams, and service providers.



Consumer & Admin Portal

Consumer, employee, and privacy teams gain access to robust portal



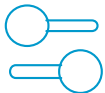
Privacy Center

Easy access to privacy requests, policies, and Do Not Sell



Multi-Brand Capable

Customize your solution based on the multiple brands of your organization



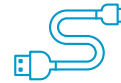
Integrated Consent Management

Seamlessly provide preference management for consumers - links up with Do Not Sell



Data Automation

Automate data retrieval, changes, and deletion



Self-Service System Integrations

Easily connect in 24-hours



On-Premises Hosting

Option to host in your instance or ours



Reporting & Secure Ledger

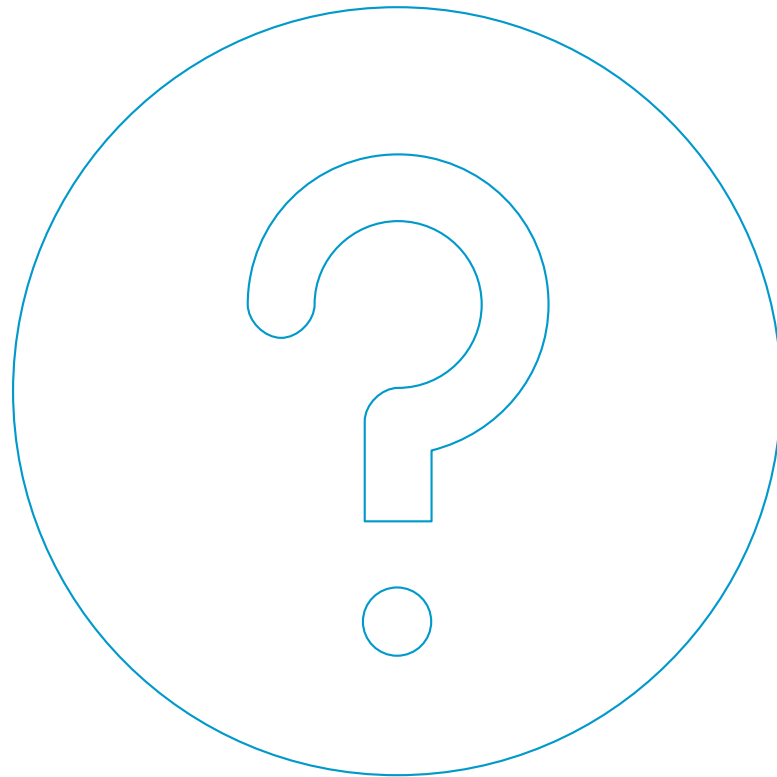
Automatically log everything with detailed reporting - audit-proof



Identity Validation & Security

Automated identity validation with block chain security

Questions



Appendix

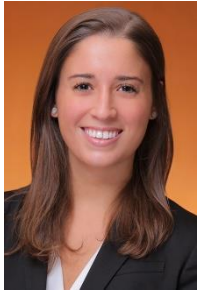


Presenters



Dan Clarke

Dan has 30 years of experience combining technology with media, retail and business leadership, has held executive leadership roles at Intel, is an experienced data privacy advisor, and is a 9-time CEO. Due to the Truyo privacy platform reaching more than a billion users and its 4-year history, Dan has deep expertise in the privacy landscape. He is a frequent speaker at public venues and is actively involved in Arizona, Texas, and federal privacy legislation.



Mikaela Dealissia

Mikaela Dealissia is an associate in Davis Polk's Intellectual Property & Technology Transactions group and Data Privacy and Cybersecurity group who practices in the New York office.



Matthew Kelly

Matthew is counsel in Davis Polk's Litigation Department and a member of the Data Privacy and Cybersecurity group, based in the New York office.

Presenters (cont.)



Jon Leibowitz

Jon Leibowitz is the former Chairman and Commissioner of the Federal Trade Commission who practices in Davis Polk's Washington DC office.



Courtney Stout

Courtney is former Chief Privacy Officer, Associate General Counsel, Data Protection Officer & CIRT Legal Leader at S&P Global.