CALIFORNIA LAWYERS ASSOCIATION

CCPA Summit: Privacy, Technology, and Law Firm Growth in the Digital Age

Co-Sponsored with the Alameda County Bar Association

ACBA
PROMOTING EXCELLENCE—SEEKING JUSTICE

Date: Friday, November 1, 2019
Time: 8:30 a.m. – 3:00 a.m.
Location: Alameda County Bar Association, 1000 Broadway, Oakland, CA 94607

Earn 2.5 Hours MCLE Credit.

8:30 a.m. – 9:15 a.m.
Registration & Networking Breakfast

9:15 a.m. – 9:30 a.m.
Welcome & Introductions

Panel #1
9:30 a.m. – 10:45 a.m.
CCPA: What It Is and What You Need to Know
1.25 Hours MCLE Credit
Description:
The California Consumer Privacy Act is set to go into effect on January 1st, 2020. This panel will provide a primer on the CCPA and will discuss key definitions, requirements, and other important privacy-related concepts. The presentation will not only cover foundational information about the law, but will also address gray areas, open questions, and the risks of non-compliance. Attendees will learn about the new rights of consumers and the main obligations that businesses have under the new law. The panelist of in-house privacy attorneys will also discuss privacy litigation under the CCPA, and provide a summary of amendments to the law, a comparison to GDPR compliance, and a roadmap for receiving guidance from the California Attorney General.
Speaker(s):
Christian Lee, Cooley
Anisha Magnalick, Zendesk
Zerina Curevac, Eaze
Hannah Poteat, Twilio, Moderator

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Panel #2
11:00 a.m. – 12:15 a.m.
How to Advise Your Clients About CCPA
1.25 Hours MCLE Credit
Description:
As the CCPA is set to go into effect in 2020, businesses throughout the state of California will need to comply with the provisions of the new law. In this presentation, a moderated panel of privacy attorneys will discuss practice considerations for how attorneys and law firms should advise their clients under the CCPA. The panel will outline strategies for how to counsel business clients on compliance with the law, and provide an overview of common pitfalls, areas of concern, data breach prevention techniques, and best practices for data security and third-party sharing. Additionally, the speakers will highlight key practice points for litigating and defending against CCPA complaints, covering both complaints arising from an individual's right to sue and class-action lawsuits. Attendees will come away with a strong understanding of advising on compliance and risk management, whether attendees are business, privacy, or litigation attorneys, in-house privacy directors, or legal professionals involved in business marketing or operations.
Speaker(s):
Perry Segal, Charon Law
Elaine Harwell, Procopio
Lori Chang, Greenberg Traurig
Mirena Taskovar, fieldfisher

12:15 p.m. – 1:30 p.m.
Lunch Panel Discussion: Privacy & Data – Where Are We Headed and What is on the Horizon?
No MCLE Credit
Description:
Technology innovations are occurring at a rapid pace, revolutionizing every industry and even creating brand-new industries, marketplaces, and services. As a result, concerns about privacy and security have risen, especially in the wake of major data breaches by large corporations. Privacy is becoming a prime consideration for all companies, but technology modernization and innovation is certainly not slowing down. Can privacy keep up? And what's next? In this fireside-like discussion, panelists will discuss the intersection of privacy, data, security, and business — discussing current trends, cutting-edge technologies, and forecasts about what the future may hold. Covering a range of topics — including cyber security, biometrics, artificial intelligence, profiling for advertising, surveillance, international data, 5g wireless communications, internet of things, location tracking, the digital rights movement, and many others — the speakers will give the audience a clear picture of the current environment for data and privacy, and perspectives on what the future holds.
Speaker(s):
Perry Segal, Charon Law
Emily Yu, Roblox
Kamran Solour, BakerHostetier, Moderator

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Panel #3
1:45 p.m. – 3:00 p.m.
Technology Tools, Privacy, & Data
No MCLE Credit
Description:
New technology solutions are everywhere, revolutionizing virtually every industry. This two-part presentation will cover technology tools in the era of privacy and provide insights into several technology tools that attendees should be aware of or considering utilizing. In the first part of this presentation, the panelists will discuss emerging technology and data trends — for both the business world and the legal profession. The second part of the panel discussion will be a rapid-fire roundtable, where each panelist will have one minute to discuss a new technology, tool, or best practice. Each speaker will present 10 ideas, and the speakers will rotate after each minute. So, after the rapid-fire concludes, attendees will take away at least 40 tools, ideas, or best practices that they consider trying or implementing.

Registration Information: Registration Fee(s): $89

Essential Information: On-Line Registration: calawyers.org/lpmt

Pre-Registration Deadline: The deadline to pre-register is **October 28, 2019**

Cancellations/Refunds: Requests must be received in writing by **October 25, 2019**. Refunds will not be available after **October 28, 2019**

On-Site Registration: On-site registration is subject to availability. Call to confirm space availability.

Live Webcast: This event will be live webcast. More information coming soon.

Special Assistance: For special assistance, please call (**916) 516-1749**

Questions: For registration information call (916) 516-1757. Telephone registrations will not be accepted. For program content and/or Section information call (**916) 519-1749**

This event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

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Friday, November 1st, 2019
Time: 8:30am to 3:00pm
Location: Alameda County Bar Association, 1000 Broadway, Oakland, CA 94607
Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm:_____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address:_____
(Required for email confirmation) ☐ Check here if you do not want your information released.

Registration Fees: ☐ $89
Alameda County Bar Association Members receive free registration

Registration Information:

Deadline: In order to pre-register, your form and check, payable to California Lawyers Association, or credit card information must be received by **October 25, 2019**

Register Online: https://calawyers.org/section/law-practice-management-and-technology/

Mail to:
Program Registrations
California Lawyers Association
400 Capitol Mall, Suite 650
Sacramento, CA 95814

Email to:
Program Registrations
ProgramRegistrations@calawyers.org
In order to email your registration, credit
Credit card information is MANDATORY.
Photocopies of checks will NOT be accepted.

I authorize California Lawyers Association to charge the program registration fee I checked above to my VISA/MasterCard account. (No other credit card will be accepted.)

Credit Card Number: _____

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

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