

Vinson&Elkins

THE STATE(S) OF U.S. PRIVACY LAW

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July 21, 2021

UT LAW CLE

2021 ESSENTIAL CYBERSECURITY
LAW CONFERENCE



1

The Panel



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2

2

First things first Discussion Topics

- Structure of U.S. Data Privacy Law
- State(s) of U.S. Privacy Law
- U.S. State Privacy Law Requirements
- Data Privacy Compliance Tips

3

The structure of U.S. data privacy law Data Privacy Frameworks

Sectoral Approach

- Varies by industry
- Permits considerations for specialties
- May result in “gaps” but is “customized”

Comprehensive Approach

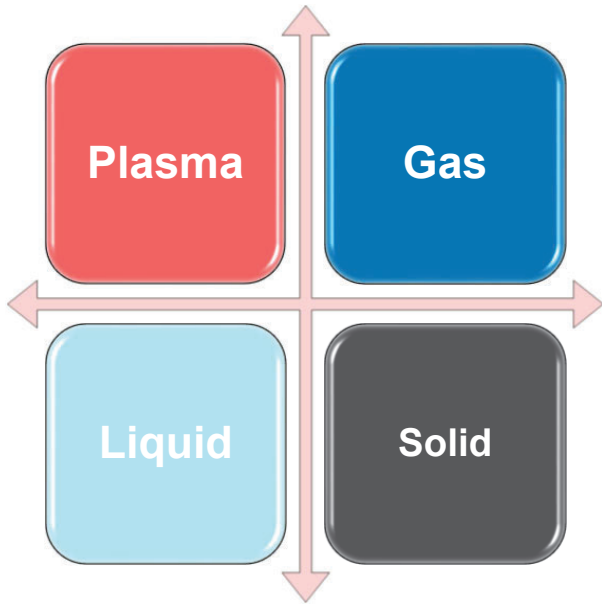
- Applies across industries
- Less consideration of specialized areas
- “Full” coverage but may not “fit”

Privacy by Design

- Encourages early consideration of privacy
- May be applied to sectoral or comprehensive approach

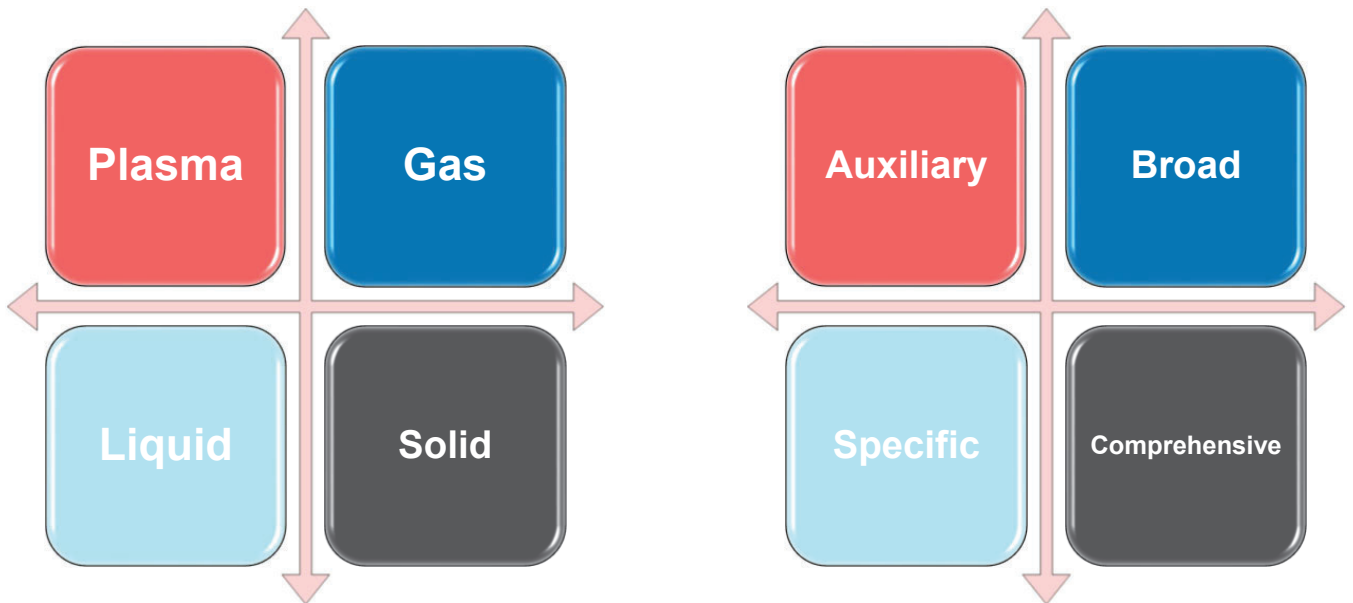
4

State(s) of U.S. Privacy Law Four States



5

State(s) of U.S. Privacy Law Four States



6

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First appeared as part of the conference materials for the
2021 Essential Cybersecurity Law session

"The State(s) of U.S. Privacy Law"