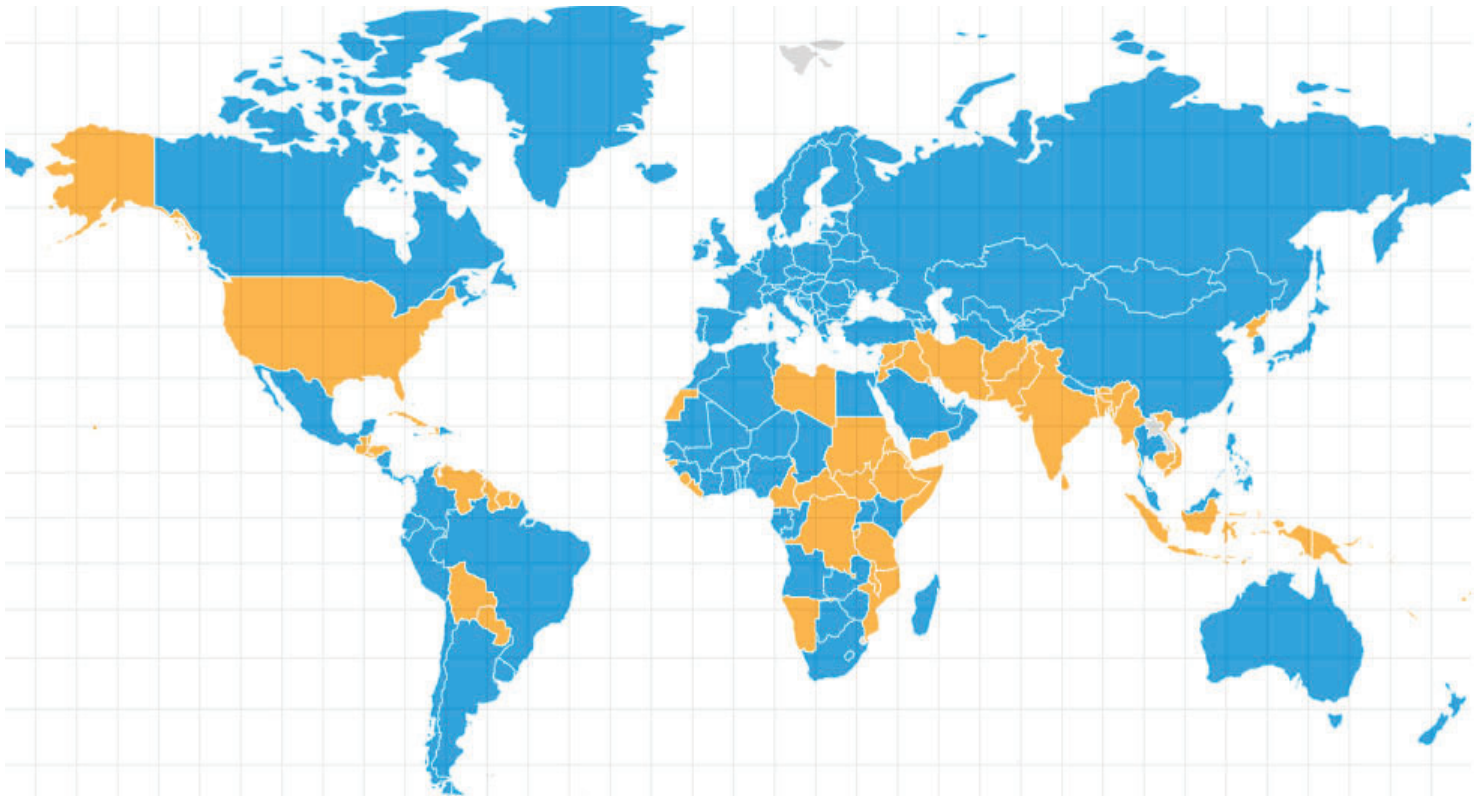




# GLOBAL PRIVACY ROUNDUP

MAY 27, 2022



## PANELISTS



**Jim Sturm**  
Sr. Counsel &  
Director - Privacy &  
Data Security,  
Inspire Brands



**Lisa Zolidis**  
Head of Global  
Privacy,  
National  
Instruments



**Justin Koplow**  
Executive Director –  
Senior Legal Counsel  
for Privacy and Data  
Protection,  
AT&T



**Amanda Witt**  
Partner,  
Cybersecurity,  
Privacy and Data  
Governance Team  
Leader,  
Kilpatrick Townsend

3

## AGENDA: STAYING AFLOAT AMID GLOBAL TRENDS

- New Privacy Laws Aplenty & Implementation Challenges
- Data Minimization – Now More (or Less) Than Ever
- International Data Transfers – Still a Thing!
- Consent Standards Solidify (& Cookies Need Them Too)
- Data Subject Rights Bingo

4

# NEW PRIVACY LAW IMPLEMENTATION

## STEP ONE - DETERMINE IF THE LAW IS APPLICABLE

Privacy laws vary in scope of application:

- **China's Personal Information Protection Law (PIPL):** Applies to organizations operating in China and to organizations/businesses outside of China that process personal data to offer goods and services or analyze the behavior of Chinese natural persons, and to any (unspecified) "circumstances stipulated by laws and administrative regulations"
- **U.S. State Laws:**
  - **California (CCPA/CPRA):** Applies to companies with annual gross revenue >\$25,000,000, **or** buys/sells/shares personal information of >100,000 California consumers/households per year, **or** 50% or more annual revenues from selling or sharing personal information
  - **Virginia (CDPA), Colorado, Connecticut & Utah:** Apply to companies that per year (a) control/process personal data of >100,000 state's residents, **or** (b) derive revenue or receives a discount on sale of goods by selling personal data and processes personal data of >25,000 state's residents (50% for VA, CO & UT, 25% for CT)(UT: \$25M+ revenue)
- **GDPR:** Applies to Companies Established in the EU **and** to processing of personal data by a controller or processor not established in the EU, where processing relates to offering goods and services to or monitoring behavior of EU residents

5

# NEW PRIVACY LAW IMPLEMENTATION

## STEP 2 – USE YOUR DATA MAPPING

### What is data mapping?

- Generally, map and document processing activities and assets that use or store personal data.
  - Source, volume, and type of personal data (or sensitive personal data)
  - Processing role (e.g., controller or processor)
  - Description of processing
  - Purposes of processing
  - Legal basis for processing (if required)
  - Recipients of personal data (i.e. vendors, distributors)
  - International data transfers and how they're protected
  - Security procedures

### Why map your personal data?

- Determine which privacy laws apply
- Ensure your organization is processing personal data according to purpose limitations
- Identify and document risks + mitigation measures
- Need a record of processing activities under the GDPR and to meet California CPRA requirements
- Need categorization of processing purposes for the CCPA/CPRA and China's Data Security Law and upcoming (draft) Regulations on Network Data Security Management

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

Title search: Global Privacy Roundup

Also available as part of the eCourse  
[2022 Technology Law eConference](#)

First appeared as part of the conference materials for the  
35<sup>th</sup> Annual Technology Law Conference session  
"Global Privacy Roundup"