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An Advanced Two-Day Conference on New Considerations for

Privacy Policy Development and Implementation

For e-commerce and Internet Service Providers

September 21 & 22, 2017

Atlanta, Georgia

Crowne Plaza Atlanta - Midtown

*Live webcast and
replays available!*

Credits: GA 12 CLE (incl. 1 ethics) | TX 12 CLE (incl. 1 ethics) | WA 12 CLE (incl. 1 ethics)
(call about others)

Quick when/where: 8:30 a.m., 590 West Peachtree Street NW

Privacy Policy Development and Implementation Conference
September 21 & 22, 2017 | Atlanta, Georgia
Crowne Plaza Atlanta - Midtown



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If you cannot attend in person, check boxes to order:

- Live Homestudy Webcast Homestudy Replay
 Course Materials

17PRIGA WS



8:00 Registration Opens

8:30 Introduction and Overview
 Program focus on adapting your data use and privacy strategies to a changing regulatory landscape and new risk factors
Walt Saprnov, Esq., *Program Co-Chair*
 Saprnov and Associates, P.C. ~ Atlanta, GA
Phyllis B. Sumner, Esq., *Program Co-Chair*
 King & Spalding LLP ~ Atlanta, GA

8:45 Relaxed Federal Privacy Policy: Implications of Congress' Overturn of the Obama-Era FCC Privacy Rules & Future Legislative Initiatives
 Recent case law update; impact of changes in leadership FTC, FCC, and other federal agencies with consumer privacy jurisdiction; prospects for additional new legislation
Douglas G. Bonner, Esq.
 Womble Carlyle Sandridge & Rice, LLP ~ Washington, DC

9:30 Changing Federal Enforcement: What to Expect from the Key Regulatory Agencies under the Trump Administration
 Federal Trade Commission (FTC): Key regulatory requirements and enforcement priorities under the Obama administration; what is most likely to change
Cindy A. Liebes, Esq.
 Federal Trade Commission ~ Atlanta, GA
 Federal Communications Commission (FCC): Enforcement of the Telephone Consumer Protection Act (TCPA), dismantling of the Open Internet (Net Neutrality) order; other developments in regulation of Internet Service Providers
Bryan N. Tramont, Esq.
 Wilkinson Barker Knauer, LLP ~ Washington, DC

10:45 Break

11:00 Stronger State Regulation: To What Extent Will the States Take on a Greater Role in Policy Development and Enforcement?
 Similarities, differences, and trends in state privacy policies; data breach notification requirements; multi-jurisdictional enforcement activity; how state/ federal coordination typically works
Matt A. Todd, Esq.
 Polsinelli PC ~ Houston, TX
 Case study of how Georgia handles privacy and data security issues and the anticipated impact of federal policy changes on the state/federal relationship
Timothy Butler, Esq.
 Troutman Sanders LLP ~ Atlanta, GA

12:15 Lunch (on your own)

1:30 Continued International Regulation: New Developments in Foreign Privacy Laws for Companies Doing Business Internationally
 Update on the Privacy Shield and the General Data Protection Regulation (GDPR)
Kim Roberts, Esq., *Moderator*
 King & Spalding LLP ~ London England
Sebastian D. Müller, Esq.
 King & Spalding LLP ~ Frankfurt am Main Germany
Alla Naglis, Esq.
 King & Spalding LLP ~ Moscow Russia

2:45 Break

3:00 Privacy and Cybersecurity
Kenneth A. Klatt, Esq.
 Saprnov & Associates, P.C. ~ Atlanta, GA

3:30 Risk Management: Potential Growth in Class Actions as an Alternative to Regulatory Enforcement
 Plaintiff and defense perspectives on litigation trends including the impact of the U.S. Supreme Court's Spokeo decision on privacy and data security class actions
Phyllis B. Sumner, Esq., *Program Co-Chair*
Stanley F. Birch, Jr.
 JAMS ~ Atlanta, GA
John Herman, Esq.
 Robbins Geller Rudman & Dowd LLP ~ Atlanta, GA

5:00 Continue the Exchange of Ideas: Reception for Faculty and Attendees
 Sponsored by King & Spalding LLP and Saprnov and Associates, P.C.



About the Conference

LAW SEMINARS INTERNATIONAL

What previous attendees have said:

“Great job of organizing the presentation topics to avoid overlap of content.”

“All presenters were extremely well informed.”

“The faculty and attendees were a great group of folks to spend 2 days with - thank you!”

In a swift, blurry change of the U.S. administration, the privacy policies of the Obama administration have been upended. The implications for the communications and information technology industry will be far reaching. Privacy policy development and implementation is now more important than ever.

In recent years, privacy and data security protection, both here and abroad, has been a priority of both U.S. officials and their foreign counterparts. Governmental authorities have supported these policies through collaborative multi-jurisdictional enforcement of privacy and data breach laws, often with massive penalties for non-compliance. This trend has also spawned numerous class actions, creating a pattern whereby litigants would follow privacy and data breach enforcement actions with private actions seeking damages for those same violations. Not surprisingly, in-house counsel today consider privacy and data security protection as one of their most important challenges. Privacy policies play a critical role in this effort.

Developing and implementing such privacy policies is the topic of this Law Seminars International Conference. The discussions will include in-depth review of privacy regulations under the Trump administration, as well as related EU developments. There will be practice pointers from leading attorneys, government officials and other professionals involved in privacy compliance, enforcement and litigation. The event will conclude with a popular workshop on advanced drafting tips, this one focused on crafting privacy policies and contractual protections. You won't want to miss it.

As an added bonus, this year's conference will include an hour of Ethics CLE credit, with a discussion by the Assistant General Counsel of the State Bar of Georgia on privacy issues applicable to electronic attorney-client communications.

~ Program Co-Chairs: Walt Saprnov, Esq. of Saprnov and Associates, P.C. and Phyllis B. Sumner, Esq. of King & Spalding LLP



8:30 Dispute Resolution: Jurisdictional and Choice of Forum Considerations

Update on recent jurisdictional decisions: Guidance from the courts on state vs. federal courts and what plaintiffs must do to exhaust administrative remedies

Ronald W. Del Sesto, Jr., Esq.

Morgan Lewis & Bockius LLP ~ Washington, DC

Choice of forum from a plaintiff's perspective: Factors to consider before filing

Roy E. Barnes, Esq.

Barnes Law Group LLC ~ Marietta, GA

Use of arbitration and other alternative dispute resolution mechanism: When can defendants compel arbitration? When is alternative dispute resolution advantageous for both parties?

William H. Needle, Esq.

JAMS ~ Atlanta, GA

10:30 Break

10:45 Implementation: Privacy Terms for Vendor Contracts

Current best thinking on terms and conditions for risk allocation, indemnities, and consistency with FCC Privacy and Open Internet (Transparency) Rules

Walt Saponov, Esq., Program Co-Chair

Antonio D'Lynn Robinson, Esq., Counsel
Carter's Inc. ~ Atlanta, GA

Bennett L. Ross, Esq.

Wiley Rein LLP ~ Washington, DC

12:15 Lunch (on your own)

1:30 Implementation (cont'd): Privacy Terms and Dispute Resolution Procedures for Consumers and Customers

Strategies for maximizing value of information as an asset: Tips for identifying and complying with legal requirements without undue adverse impact on your business objectives

Alexander P. Woolcott, Esq.

Morris Manning & Martin LLP ~ Atlanta, GA

Achieving acceptance of your privacy policies: Tips for writing policies in a way that consumers will understand and that will survive appeal; presenting them in a way that will survive legal scrutiny; and providing effective notice of policy changes

Jonathan S. Ware, Esq., General Attorney

Delta Air Lines Inc. ~ Atlanta, GA

2:30 Legal Ethics

How to protect client confidentiality and privilege when using electronic and social media

William J. Cobb, Esq.

State Bar of GA - Office of General Counsel ~ Atlanta, GA

3:30 Evaluations and Adjourn

Related Seminars & Webcast Replays:

Technology Law	Dec. 1-2, 2016	Seattle, WA
Public Records & Open Meetings	March 31, 2017	Seattle, WA
Privacy	Oct. 19-20, 2017	Seattle, WA
Technology Law	Nov. 30 - Dec. 1, 2017	Seattle, WA
Trade Secret Law & Strategies	Jan. 26, 2018	Seattle, WA

See more at www.lawseminars.com



Registration & Other Conference Information

To Register:

Call us at: 206-567-4490

Fax the registration form to us at: 206-567-5058

Email us at: registrar@lawseminars.com

Online: www.lawseminars.com

Mail the registration form on the front page.

Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$1145 with a group rate of \$860 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$765. For students, people in their job for less than a year, and public interest NGO's, our rate is \$572.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Materials will be available for download and review a few days before the seminar. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, September 15, 2017. After that time, we will credit your tuition toward attendance at another program or the purchase of a webcast or audio replay.

Seminar Location: The conference will be held at the Crowne Plaza Atlanta - Midtown at 590 West Peachtree Street NW in Atlanta, GA 30308. Call the hotel directly at (855) 646-8549 for reservations at the special negotiated rate of \$159 and mention that you are attending a Law Seminars International conference.

Rooms are on a first come, first served basis.

Continuing Education Credits:

Live credits: This program qualifies for GA 12 CLE (incl. 1 ethics) | TX 12 CLE (incl. 1 ethics) | WA 12 CLE (incl. 1 ethics) credits. Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

Time Shift Your Content:

Webcast and audio replays, with course materials, are available for \$895. The course materials alone are available for \$100. Replays will be available within two weeks after the seminar or from the date we receive payment.

Faculty: Privacy Policy Development and Implementation Conference

Walt Sapronov, Program Co-Chair, partner, Sapronov & Associates, P.C., represents enterprises, investors, and service providers in telecommunications transactions, regulation and privacy matters including wireless and fiber infrastructure contracts.

Phyllis Sumner, Program Co-Chair, partner in the Business Litigation Practice Group and the firm's Chief Privacy Officer, King & Spalding, leads the firm's Data, Privacy & Security practice. She counsels corporate boards, senior executives and other clients on data breach prevention, emergency response, remediation, compliance, regulatory enforcement, internal corporate investigations and other data security issues.

Kim Roberts, Moderator, counsel, King & Spalding LLP, represents global corporates and large employers on their employment law and data privacy strategy in the U.K. and across Europe. She has particular experience with international clients headquartered outside the U.K., specifically those in the U.S. with global operations.

Roy E. Barnes, founding partner, Barnes Law Group LLC, focuses on civil litigation, where he has developed an expertise in consumer class action cases, medical malpractice matters, products liability law, general tort matters and commercial litigation. Previously, he was Governor of the State of Georgia.

Stanley F. Birch, Jr., JAMS, was a United States Circuit Judge on the Eleventh Circuit Court of Appeals where he authored over 3,000 opinions for the court and participated in over 11,000 opinions as a panel member. Previously, he was an active trial attorney in private practice focusing on intellectual property and tax matters.

Douglas G. Bonner, partner, Womble Carlyle Sandridge & Rice, LLP, represents wireline and wireless telecommunications providers, cable TV, VoIP and broadcast companies in FCC, FTC and state regulatory proceedings, as well as in telecommunications-related litigation.

Timothy Butler, member of the Business Litigation Group, Troutman Sanders LLP, represents companies in litigation matters with a special focus on government regulatory and enforcement matters and soft IP matters. Previously, he was a senior

official in the Office of the Georgia Attorney General and as an attorney with the Federal Trade Commission.

William J. Cobb is an Assistant General Counsel at the State Bar of Georgia, where he screens and prosecutes ethics complaints, is part of the Ethics Hot-Line service rotation, and is a frequent CLE speaker with a focus on the intersection of technology and ethics.

Ronald W. Del Sesto, Jr., partner, Morgan, Lewis & Bockius LLP, represents technology companies on issues including corporate, financial, regulatory, and cybersecurity. He advises financial institutions, private equity firms and venture capital funds with respect to investments in the telecommunications, media, and technology (TMT) sectors.

John Herman, partner and Chair of the Intellectual Property Practice, Robbins Geller Rudman & Dowd LLP, focuses on civil litigation, with an emphasis on high technology matters. His experience includes securities, patent, antitrust, whistleblower and class action litigation.

Kenneth A. Klatt, of counsel, Sapronov & Associates, P.C., was formerly Assistant General Counsel at Delta Air Lines. He has a broad background in commercial transactions, working in fuel procurement and logistics, IT and telecommunications, sports and entertainment endorsement and appearance matters, and aircraft components and service agreements.

Cindy A. Liebes, Director, Southeast Region, Federal Trade Commission. She is responsible for supervising and litigating various law enforcement actions involving a variety of unfair and deceptive consumer protection issues, including online privacy; fraudulent internet schemes; telemarketing fraud and consumer credit statute enforcement.

Sebastian D. Müller, a Frankfurt-based dispute resolution associate and member of the International Arbitration Practice Group, at King & Spalding LLP, focuses on commercial and investment disputes, compliance and data protection. He represents clients in domestic and international arbitration proceedings, before state courts as well as in out-of-court settlement negotiations.

Alla Naglis, partner in the Corporate Practice Group, King & Spalding LLP, Moscow, focuses on cross-border transactions, corporate law, mergers and acquisitions, and

telecommunications, media and entertainment law. She also has extensive experience in antitrust and intellectual property.

William H. Needle, JAMS, is a registered patent attorney with substantial expertise using ADR to resolve intellectual property disputes. Previously, he was a partner and first Chair of the firm's Intellectual Property Department at Ballard Spahr LLP, exclusively practicing all aspects of Intellectual Property law.

Antonio D'Lynn Robinson is counsel at Carter's Inc.

Bennett L. Ross, partner, Wiley Rein LLP, is experienced in the communications industry and provides strategic advice to telecommunications carriers, equipment manufacturers, technology companies, investment firms, and industry trade associations.

Matt A. Todd, shareholder, Polsinelli PC, counsels clients on the impact of IP on all aspects of their businesses, from privacy issues to branding and marketing, growth, capitalization, and e-commerce issues. He is experienced in drafting and negotiating technology, IT, telecommunication and ISP agreements and managing the trademark portfolios of major U.S. consumer product manufacturers.

Bryan Tramont, managing partner, Wilkinson Barker Knauer, LLP, focuses on communications law and regulation advising companies as they develop and evaluate new business opportunities in the technology, media, and telecommunications sectors. He was previously Chief of Staff of the Federal Communications Commission under Chairman Michael Powell.

Jonathan Ware, General Attorney, Delta Air Lines, Inc., is commercial legal counsel to one of the world's largest airlines and is an expert with over 17 years of experience in U.S. and international data privacy matters.

Alexander P. Woollcott, Morris, Manning, & Martin, LLP, chairs the firm's Global Sourcing & Strategic Transactions Practice and is a leader in the firm's Data Privacy & Cybersecurity Practice. He represents clients worldwide in transactions with strategic partners, service providers, resellers and other vendors as well as in connection with compliance with data privacy laws and data security standards.

September 21 & 22, 2017

Atlanta, Georgia

Crowne Plaza Atlanta - Midtown

590 West Peachtree Street NW
(404) 877-9000

Who Should Attend:

Attorneys, business executives, compliance officers and other privacy professional, agency officials and consultants involved in the drafting, development, and implementation of privacy policies, data breach protections, and related compliance issues

Our Co-Chairs:



Walt Sapronov, Esq.
Sapronov and Associates, P.C.



Phyllis B. Sumner, Esq.
King & Spalding LLP

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