



Insights: Events

Privacy and Transparency as a Brand Differentiator

Privacy + Security Forum

Thursday, October 22, 2020 -

Friday, October 23, 2020

REGISTER : <https://www.privacysecurityacademy.com/privacy-and-transparency-as-a-brand-differentiator/>

Kilpatrick Townsend Partner Amanda Witt is a panelist in the presentation entitled, "Privacy and Transparency as a Brand Differentiator" at the Virtual Privacy + Security Forum. As consumers become more knowledgeable about the privacy practices of companies, the legal landscape has become increasingly complex. The amount of information that is legally required to be disclosed in privacy notices, for example, continues to increase while the obligation to make such notices easy to understand has become a mandate in the laws of both California and the EU. This session will provide practical advice on how to communicate with your customers in a way that is easy to understand and builds trust in your privacy practices. The session will also demonstrate ways to increase organizational support of privacy programs by positioning the organization in a way that appeals to its customers.

Speakers:

Amanda Witt, Partner, Kilpatrick Townsend & Stockton

Michelle Perez, Chief Privacy Officer, Associate General Counsel, Dow Jones & Company

Jim Sturm, Associate Counsel, Margaritaville Enterprises

Mark Surber, Senior Manager of Data Citizenship and Digital Ethics, Mailchimp

Event Details

Thursday, October 22, 2020

Contact

Beth Yates

Business Development Manager

bnyates@kilpatricktownsend.com

404 532 6982

Related People



Amanda M. Witt

Partner

Atlanta, GA

t 404.815.6008

awitt@kilpatricktownsend.com