

Kutak Rock LLP, Metro Community College,
Mutual of Omaha and West Corporation proudly present:



MIDWEST PRIVACY FORUM 2016

Individual sessions, prepared by thought leaders here in the Midwest, will offer education and perspectives on the impacts of privacy law in business.

Wednesday, September 14
MCC at Do Space | 7205 Dodge Street | Omaha | 9:30 AM – 4:30 PM

Featuring Keynote Speaker:

Matt Wolesky, Assistant United States Attorney, Western District of Missouri
Trends in Combating Cybercrime: Lessons From Recent Cases

Session descriptions and speakers on the following page.

Click here to Register: [Midwest Privacy Forum](#)

Lunch and refreshments are included in the \$100.00 tuition.

Agenda

Check-in for the conference begins at 9:00 a.m., with the opening session beginning at 9:30 a.m.

Session length varies between 45 minutes to 60 minutes.

Keynote Lunch will begin at noon.

The final session will conclude at 4:30.

The full-day of education is approved for 5.5 continuing privacy education credits, Group A, by the International Association of Privacy Professionals.

Legal Education Credit for up to 5.5 hours (including 1 ethics credit) is being sought in Iowa, Nebraska, Missouri, and Kansas.

Keynote Lunch

Trends in Combating Cybercrime: Lessons From Recent Cases

We are pleased to announce **Matt Wolesky**, Assistant United States Attorney for the Western District of Missouri, as our Keynote Speaker. Matt will give us an eye opening look at the bleeding-edge technology and methods that cybercriminals are employing against domestic organizations. Matt's experience at the front lines of criminal cybercrime enforcement is a must-see for all privacy and security compliance professionals.

Featured Sessions

Privacy Shield

Amy Beehner Roland, Partner, McGrath North Mullin & Kratz, will explore the viability of the newly enacted Privacy Shield, compare certification requirements to Safe Harbor, and discuss whether it is the right fit for an organization's European Union data transfer needs.

Developing a Culture of Privacy:

Building Blocks and Storytelling from In House Culture Champions

Join in house legal and privacy experts for a discussion on what truly drives a successful culture of privacy and how you can be a leader in your organization's culture. The panel will start by framing up "what" is a culture of privacy, and follow by leading attendees through a discussion of the nuances of developing the "how" based on each individual organization's needs and resources. These in house leaders will share insights, stories, and actionable advice that you can leverage throughout your organization's journey to develop its own unique culture of privacy. Discover how lawyers, privacy professionals, and the cross functional teams they leverage can start or propel their organizations along the path to stronger culture and reduce risk along the way.

Our speakers for this session are **Megan Belcher, formerly of ConAgra Foods; Rebecca Davis, CIPP/US, Director of Privacy at Wal-Mart Stores, Inc.;** and **John Walker, Counsel at First Data Corporation.**

Communicating With Customers – The Mobile Messaging Hazard Zone

Privacy professionals **Janette Nelson, CIPP/US, CIPP/CA, CIPP/EU, and Rebekah Johnson, CIPP/US, from West Corporation**, a world leader in communications platforms, will discuss regulatory issues in the messaging space. This session will review ways to effectively communicate with customers through mobile channels with an eye to privacy compliance.

Privacy Litigation: Update and Outlook

One of the Midwest's most skilled trial attorneys, **Bill Sampson, Partner at Shook, Hardy, & Bacon LLP**, will give an in depth review of the ever-changing world of privacy litigation.

The Internet of You:

The Ethical, Privacy and Legal Implications of Connected Devices

The Internet of Things (IoT) is becoming the Internet of You. The technology is commonplace—so much so that its usage has become largely invisible to users. The IoT provides enormous benefits, but also poses significant privacy and security risks as users' personal data is collected, transmitted, stored and shared with other connected devices, analyzed in the Cloud, and sold to interested third parties. During this discussion, **Beverly Kracher, Ph.D. (the Business Ethics Alliance) and Laura Clark Fey, CIPP/US, CIPP/E, CIPM (Principal, Fey|LLC)** will highlight current IoT trends; discuss important ethical, privacy and legal implications of the IoT; and provide high-level recommendations for minimizing the ethical, privacy and legal risks of the IoT.