



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM

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The Privacy Tsunami!

Tuesday Sept 24, 2019 5:30 - 8:45 pm



Jestlan Hopkins

Martin Rauchbauer



Elaine Harwell (Moderator)

The Privacy Tsunami!

You may have heard about the alphabet soup of new privacy legislation, including Europe's GDPR and California's effort to storm the stage, the CCPA (California Consumer Privacy Act). New privacy laws are upending the handling of consumer information and forcing companies to reevaluate business models. The CCPA arrives on our doorstep January 1, 2020, but don't abandon all hope just yet as a journey of a thousand miles begins with that single step. Join us and watch your step as we explore the significantly expanded scope of privacy obligations for businesses operating in California. Indeed, if you do business in California this is one law you can't afford to ignore!

Tuesday, September 24, 2019

Registration/Networking: 5:30 PM – 6:00 PM

Program: 6:00 PM – 8:00 PM

Networking: 8:00 PM – 8:45 PM

\$15: Early Bird Discount for first 30 registrations by Sunday, September 8 (11PM)

\$20: Regular Registration by Friday, September 20 (11 PM)

\$35: Late Registration by Sunday, September 22 (Noon)

\$50: Walk-ins (Seats are limited and may not be available)

Food and beverages will be served.

Location: Procopio

1117 S California Ave, Suite 200, Palo Alto, California 94304

Registration at [keizai.org](https://www.keizai.org)



Jestlan Hopkins, KPMG

Jestlan Hopkins (he/him/his) has been working in the privacy space for over 7 years, building out privacy programs and authoring policy for technology and software companies in Silicon Valley. Unwaveringly committed to advancing user privacy and ethical business practices, Jestlan works diligently to architect user-centric solutions that balance user expectations with a business's needs. Jestlan works as a Manager within the privacy practice at KPMG, San Francisco where the bulk of his work focuses on helping clients stand up, run, and maintain their CCPA

and GDPR programs. Jestlan received his Masters and Doctoral degrees in Information Sciences from the University of Paris II in Paris, France. In 2016, Jestlan was appointed a two-year term as SF/Bay Area Chapter Co-Chair of the International Association of Privacy Professionals' Knowledge Network. In that capacity, Jestlan organizes and speaks on timely privacy matters, such as facial recognition, the Internet of Things, the GDPR, and the CCPA. Jestlan is an IAPP member and a CIPP/US certification holder.



Martin Rauchbauer, Consul and Co-Director, Open Austria

Martin is the Austrian Consul in San Francisco and Co-Director at Open Austria. Founded in 2016, Open Austria is the official Austrian government representation in Silicon Valley and helps entrepreneurs, innovators, academics, policy makers, and creative minds to connect. Recently, Open Austria has also engaged in tech diplomacy between Europe and Silicon Valley and has become an advocate for smart tech regulation across the globe. In 2018 Martin served as the local chair of the European Union in San Francisco. Before coming to San Francisco, Martin was Deputy Director of the Business

Support Service and Head of the UNESCO unit at the Austrian Foreign Ministry in Vienna. Martin received his M.A. in International Relations and International Economics from the School of Advanced International Studies (SAIS) at the Johns Hopkins University in Bologna, Italy and Washington D.C.



Elaine Harwell, Senior Counsel, Procopio

Elaine F. Harwell is a Senior Counsel with Procopio and a member of its Privacy and Cybersecurity Practice Group. She is an experienced business litigation attorney and a trained privacy professional. Her practice is focused on representing clients in cybersecurity and data privacy matters, including litigating claims involving privacy issues, helping clients manage emerging risks and conduct privacy risk assessments, and advising on regulatory issues. Elaine has also been involved in numerous trials as well as arbitration proceedings related to contract and general

business disputes, complex unfair competition and business practice claims, and professional liability. She has earned the ANSI-accredited Certified Information Privacy Professional/United States (CIPP/US) credential through the International Association of Privacy Professionals (IAPP).

Five Ways to Protect Your Data

By Marlinda Galapon

These days, the number of ways hackers find or steal your information seems to be growing. Cyber threats, data breaches, and even game apps. Apps that go viral, such as FaceApp, the Russian photo app that made you look older, seemed so harmless at first. After downloading, most people accept the Terms and Conditions without taking the time to read, because who has time for that?

Incidents like these demonstrates just how blind and vulnerable we are when it comes to privacy. Here are some simple things you can do to protect your data.

1. Use two-factor authentication wherever possible

Using two-factor authentication adds a second layer of protection. So in case your password somehow gets leaked through a data breach, or gets guessed, you will be instantly notified. The only way the attacker will have success getting into your account would be to steal your mobile device or YubiKey.

2. Ensure apps and software are updated to the latest versions

Updating your software and ensuring that mobile apps are up to date, can sometimes feel like a drag, but there's a very good reason to stay on top of it. These updates often have improved safety features and protection that help your computer and mobile phone run more smoothly. To make it less of a cumbersome task, and if there is the option, you can also set up automatic updates so you don't have to manually update all your apps.

3. Avoid shopping on public Wi-Fi

Or doing any sensitive transaction. Using an unsecured, public network puts your information at risk, as it is easy for cybercriminals to intercept your passwords and computer activity through the public Wi-Fi. Try to limit activity to web browsing.

4. Be careful opening email attachments or clicking on links

Phishing emails have become common, and are one of the most common ways hackers obtain your personal information. Most everyone receives email announcements or promotions from shopping sites, banks, and other services. But some of these are fake, even when both the emails and the site the link brings you to, look like it's coming from a legitimate place. To be safe, you should always open a browser and type in the web URL instead of clicking on the link.

5. Be mindful of every app you install

Especially when the creators or source are not as well known. These apps will usually ask for permission to access your phone data, contacts, photo, camera etc. While the free app may be tempting, you usually end up paying with your privacy or data.

Summer Networking 2019!

Keizai Silicon Valley held its annual Summer Networking Party at Serra Park in Sunnyvale on Sunday, August 4th. A beautiful day was complimented by the fun that was had by all. Here are some photos from this wonderful outdoor event.

















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KEIZAI SILICON VALLEY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Silicon Valley Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Silicon Valley Group account. If you have any questions, please contact jobs@keizai.org.

<https://www.linkedin.com/groups/1768007>