

# ACPC 2023 SUMMER MEETING

June 25–27 | Pendry Chicago

# CHICAGO



# ACPC

ASSOCIATION OF CORPORATE  
PATENT COUNSEL

## Cybersecurity, Data, Privacy, and IP

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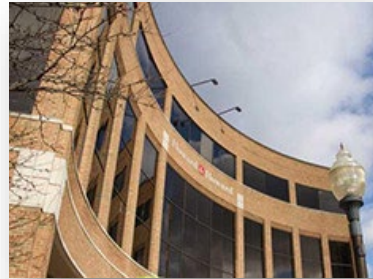


# Office Locations

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## **DETROIT, MI**

450 West Fourth Street  
Royal Oak, MI 48067  
Phone: (248) 645-1483



## **CHICAGO, IL**

200 South Michigan Avenue  
Suite 1100  
Chicago, IL 60604  
Phone: (312) 372-4000



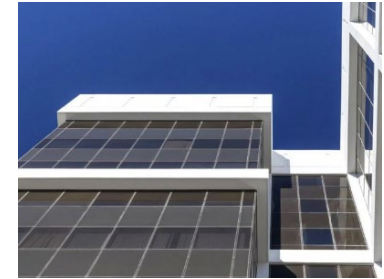
## **LAS VEGAS, NV**

Wells Fargo Tower  
3800 Howard Hughes Parkway  
Suite 1000  
Las Vegas, NV 89169  
Phone: (702) 257-1483



## **LOS ANGELES, CA**

Beverly Hills Triangle 1  
9595 Wilshire Boulevard  
Suite 900  
Beverly Hills, CA 90212  
Phone: (424) 303-7700



## **PEORIA, IL**

7707 North Knoxville Avenue  
Suite 200  
Peoria, IL 61614  
Phone: (309) 672-1483



## WHAT IS PRIVACY/SECURITY?

**“The right to be let alone”** Louis Brandeis and Samuel Warren **1890** Harvard Law Review Coincides with George Eastman’s “instantaneous photography” patented in 1884

**2023** – We are all **Digital Citizens and Data Stewards**; whether we like it or not!

FINANCIAL

All financial institutions collecting non-public personal information

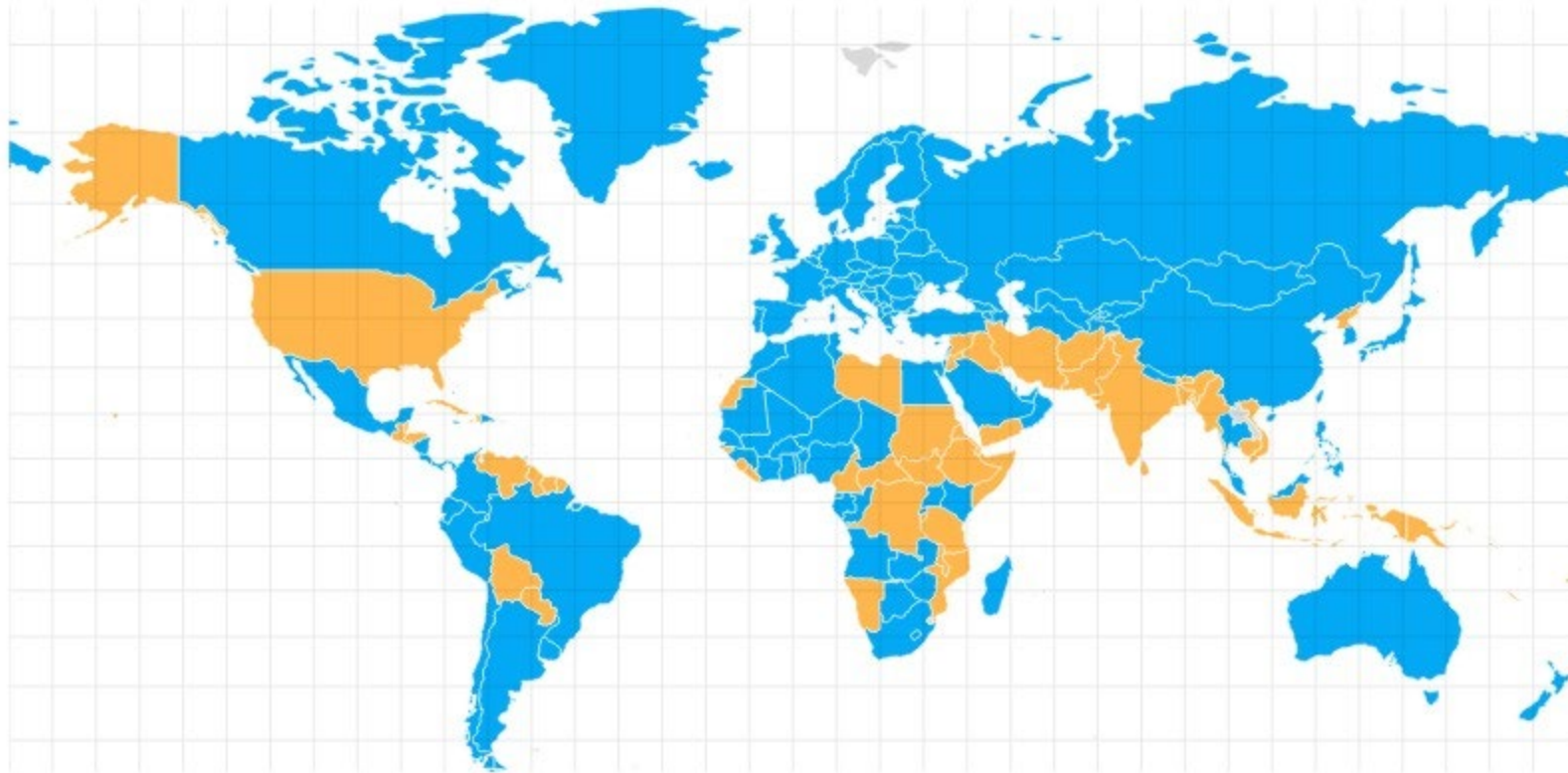
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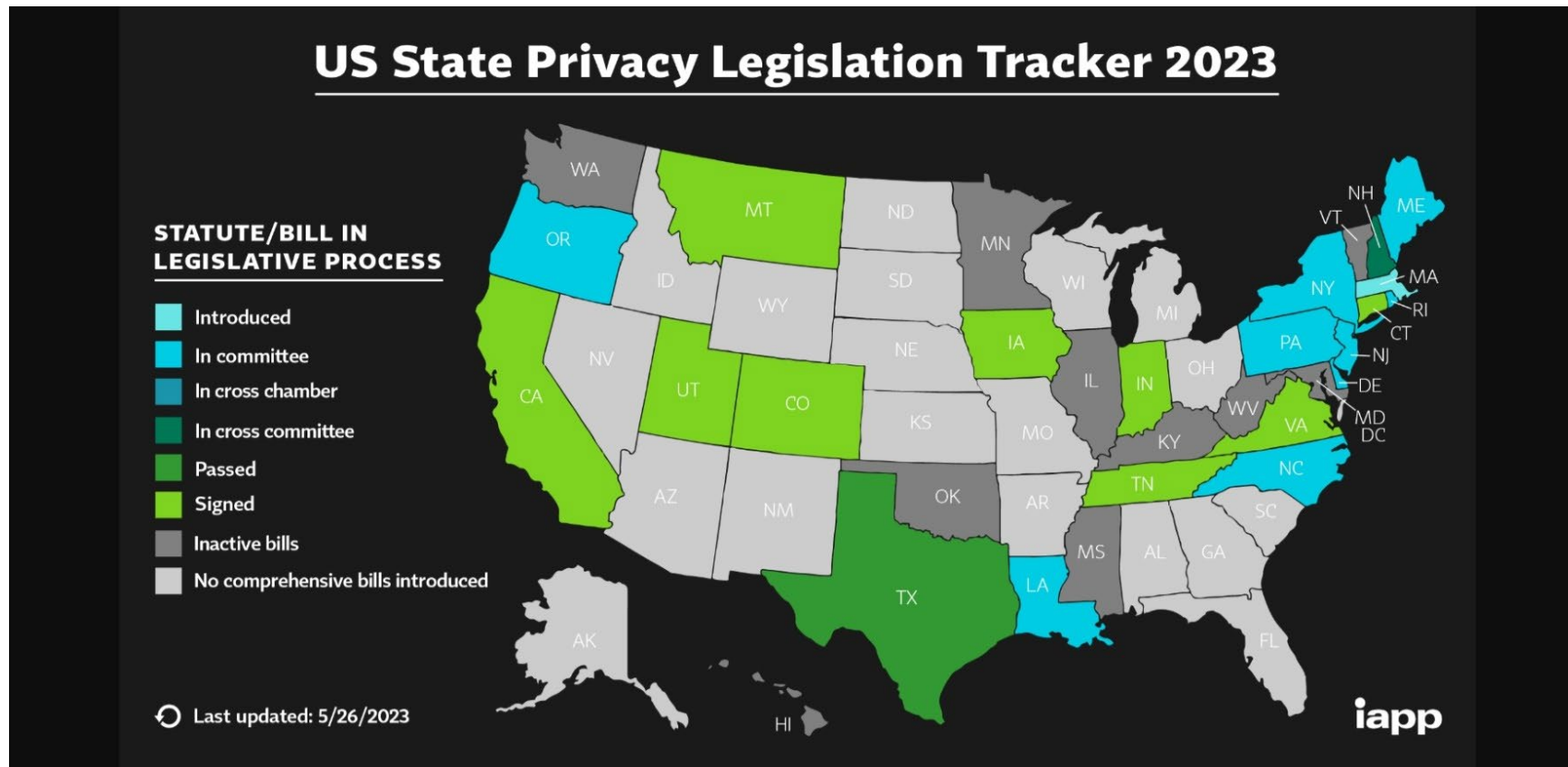
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# Global Privacy Laws Worldwide

157 out of 194 countries have comprehensive data privacy laws



# U.S. States Fill the Void



# DIGITAL CITIZENS & DATA STEWARDS

## The Digital Battlelines

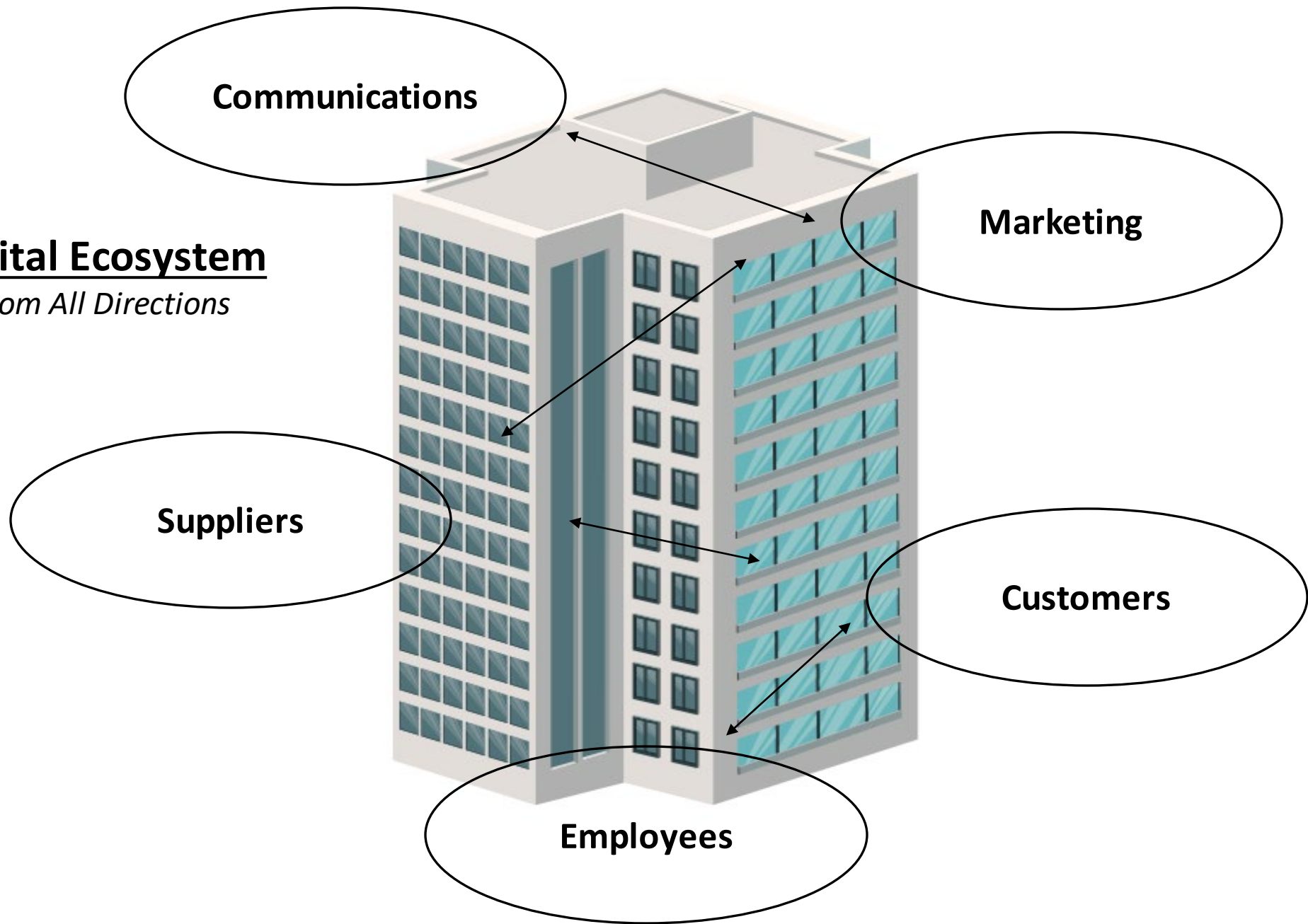
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- The Privacy Landscape is Complex
- Privacy Commitments must respect across the data ecosystem, both internally and externally (service providers & partners)
- Across Jurisdictions, people and services
- Requires responsive infrastructure
- Measure, Build Models, Track
- Resolve fragmental digital identities
- APIs and data ecosystems
- Donor stream communications



# The Digital Ecosystem

*Data From All Directions*





# Privacy Orchestration

and  
Data Processing Addendums



## LEVEL OF PRIVACY AND MATURITY

- Privacy Infants
- Collegial teens
- Eloquent Poems

## DATA CONTROLS

- Policy Driven – Enforceable – Transmissible – Auditable – and Programmatic

**Privacy & Security Flow-Downs-** Data Controllers are requiring Data Processors (Service Providers and Vendors) to contract and indemnify against data loss and privacy/security compliance to meet their own data protection promises. **Does your organization have a tailored DPA?**



## ARTIFICIAL INTELLIGENCE AND PRIVACY:

?Coexistence?

AI SYSTEMS KEEP CHALLENGING OLD CONCEPTIONS OF THINGS LIKE SECURITY, PRIVACY, AND FAIRNESS



ChatGPT

As **Artificial Intelligence (AI)** continues to advance, it has brought about a myriad of concerns regarding personal data privacy. AI systems often rely on large amounts of personal data to learn and make predictions, which raises concerns about the collection, processing, and storage of such data.