



Privacy: What to Know – Right to Delete, Right to Sell

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Evolving privacy standards have given consumers new options for sharing and control over their information. As consumers learn more about these choices, businesses will need to develop compliance plans that enable timely responses to requests and address when it is permitted to share consumer information with third parties. The session will review what some of the privacy obligations companies should consider, providing a checklist that will help respond to consumers' requests in a timely manner, and how to handle consumers that raise complaints that do not include specific requests to delete.

Speakers: • Webb McArthur – Partner – Hudson Cook, LLP • Kim Phan – Partner – Troutman Pepper Locke LLP