

What's New?

Data Privacy & Legislation Update



Mark Micali

Vice President, Government Affairs





“The most important change in data privacy regulation in 20 years.”

- Regulation in European Union (EU) law on data protection and privacy for all individual citizens of the European Union
- Effective May 25, 2018
- Emphasis on legal basis and purposes for processing data
- Opt-in
- Right of deletion

Data intelligence will be a patchwork quilt of US data regulation.

What does that mean for your programs?



Senator
**Maria
Cantwell**
(D-WA)



Senator
**Richard
Blumenthal**
(D-CT)



Senator
**Brian
Schatz** (D-
HI)



Rep.
**Suzan
DelBene**
(D-WA)



A Better Alternative

A robust, transparent,
bipartisan federal privacy
law



Senator
**Roger
Wicker** (R-
MS)



Senator
**John
Thune** (R-
SD)



Senator
**Jerry
Moran**
(R-KS)



Rep **Cathy
McMorris
Rodgers** (R-
WA)

Thank you!

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