

# PRIVACY COLLECTIVE



**PRIVACYCOLLECTIVE**  
TUESDAY, MARCH 10, 2020  
LOS ANGELES, CA  
*Space is Limited*

## An Off-the-Record Collaboration Among Privacy Experts

**PrivacyCollective** is a highly interactive, invite-only event hosted by privacy experts from BBB National Programs for privacy and data security experts. Following an introductory keynote conversation with **Ruby Zefo, Chief Privacy Officer at Uber**, and **Justin Antonipillai, Founder and CEO of WireWheel**, the event will feature three roundtable sessions for attendees to meet, share ideas, and collaborate.

In a Chatham House Rule setting, attendees will have a safe environment to openly discuss their privacy challenges, how they meet them, and possible solutions to a range of issues such as:

- Verifying identity (DSARs and age gates)
- Preparing for data subject access requests
- The nexus of law enforcement and commerce
- CCPA, GDPR, and state laws such as New York's security breach law
- What does "reasonable" security look like today

Help your organization make smarter investments in privacy and security. **Register for PrivacyCollective today.**

## Registration Pricing

Invited privacy and data security experts can register for PrivacyCollective for only \$199.

BBB National Programs National Partners and Children's Advertising Review Unit (CARU) Supporters can register for PrivacyCollective at a special rate. Please contact [Events@bbbnp.org](mailto:Events@bbbnp.org) for details.

**KEYNOTES**

**Ruby Zefo**  
CHIEF PRIVACY OFFICER AT UBER

**Justin Antonipillai**  
FOUNDER AND CEO OF WIREWHEEL

The image shows two portrait photos of the keynote speakers. The top photo is of Ruby Zefo, a woman with glasses and a dark top. The bottom photo is of Justin Antonipillai, a man with short dark hair and a blue jacket. To the right of each photo is their name and title in white text on a dark blue background.

**REGISTER TODAY: [bit.ly/BBBNP\\_PrivacyCollective](https://bit.ly/BBBNP_PrivacyCollective)**