

PRESENTERS: Sheila A. Millar, Jean-Cyril Walker, and Tracy P. Marshall

Our program will be structured in a roundtable format to allow for a lively interactive discussion on connected product policy issues and compliance challenges in a global environment.

8:00 a.m. – 8:30 a.m.

Registration

8:30 a.m. – 8:45 a.m.

Welcome and Introduction

Sheila A. Millar

8:45 a.m. – 10:15 a.m.

Privacy and Security

Sheila A. Millar and Tracy P. Marshall

- General Data Protection Regulation (GDPR)
- Proposed ePrivacy Regulation
- Privacy Impact Assessments and Data Protection Impact Assessments
- Role of the Data Protection Officer
- International data transfers
- Differences between EU and U.S. models

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

Privacy and Security (continued)

Sheila A. Millar and Tracy P. Marshall

- Mapping the data: data collection, storage and transfer; links and sharing
- Drafting and updating privacy policies
- Drafting end user license agreements and terms of service
- Analytics and advertising
- Managing business partners
- Connected product security: lessons from My Friend Cayla
- Security breach response basics

12:00 p.m. – 13:00 p.m.

Lunch

13:00 p.m. – 15:00 p.m.

Product Regulatory and Liability Framework

Sheila A. Millar and Jean-Cyril Walker

- Product design, warnings, instructions and warranties
- Energy efficiency requirements
- End of life/safety issues
- Security breaches and product safety
- Pitfalls

15:00 p.m. – 15:15 p.m.

Break

15:15 p.m. – 16:15 p.m.

Advertising and Marketing

Sheila A. Millar and Tracy P. Marshall

- Claims and claims substantiation

- Product performance claims (price, safety, environmental, privacy and security, software support, “connectedness”)
- Using influencers and social media

16:15 p.m. – 17:00 p.m.

Issues Management Frameworks

Sheila A. Millar, Jean-Cyril Walker, and Tracy P. Marshall