8:30 – 9:30 Registration

9:30 – 9:45 Opening Remarks

Welcome and Introduction of co-sponsors
William Michael Treanor, Fordham Law School Dean
Leonard Gordon, Regional Director, Northeast Region, Federal Trade Commission (FTC)
Mindy A. Bockstein, Chairperson and Executive Director, New York State Consumer Protection Board (NYCPB)
Jonathan Mintz, Commissioner, New York City Department of Consumer Affairs

9:45 – 10:25 Presentation — Risks & Costs: What’s at Stake?

Business and legal reasons to address data security including:
- Federal laws and standards enforced, recent cases, and the costs, penalties, and relief imposed
- New York laws and standards enforced, recent cases and the costs, penalties, and relief imposed
- Prospects of private litigation against companies that experience a breach
- Other costs of data breaches — breach response costs, reputational damage, customer relations impact
- Other business rationales for improved data security

Presenters:
Deborah Marrone, Assistant Regional Director, Northeast Region, FTC
Lisa R. Harris-Eglin, Deputy Executive Director and General Counsel, NYCPB

10:25 – 10:30 Break

10:30 – 11:40 Panel 1 — Protecting Personal Information: Steps & Strategies

Practical guidance and lessons learned from persons engaged in security compliance, addressing basic questions, such as:
- What challenges have you faced in taking and maintaining an inventory of your personal information and equipment?
- How have you gone about determining whether you had adequate network and physical security?
What data security challenges have you faced in hiring service providers and technical staff?

How have you worked with outside IT professionals to address security issues posed by electronic information you use, maintain, store, or share?

What issues have you confronted in determining what information to retain and what information to dispose of?

What obstacles did you confront in persuading your organization to invest in better information security? How did you get top management involved?

How did you balance the costs and benefits of compliance? How did resource availability affect your data security planning?

**Moderator:** Burke Kappler, Attorney, Division of Privacy and Identity Protection, FTC

**Panelists:**
- Deborah Joslyn, Senior Manager, Privacy Team, Ernst & Young, LLP
- Scott Lancaster, Director Information Security Group, Starwood Hotels & Resorts Worldwide, Inc.
- JoAnn Stonier, Global Privacy and Data Usage Officer, MasterCard Worldwide
- Miriam Wugmeister, Morrison & Foerster

**11:40 – 11:50 Break**

**11:50 – 1:00 Panel 2 — When Things Go Wrong: Planning for & Responding to Data Breaches**

**Breach response and the importance of planning ahead, including:**

- Anticipating and planning for a breach
- Responding when a breach occurs
- Breach investigation and maintenance of evidence
- Data and systems recovery
- Working with outsiders — what do law enforcement or technical professionals do when called in to respond to a breach, and what information do they look for and need?
- Notice and assistance to victims and consumers — how do consumers respond when a trusted business suffers a breach, and what is the best way for businesses to notify and communicate with customers in order to protect the relationship?

**Moderator:** Christopher Olsen, Attorney, Division of Privacy and Identity Protection, FTC

**Panelists:**
- James Jaeger, Director, Cyber Defense and Forensics, General Dynamics
- Robert Novy, United States Secret Service, Electronic Crimes Task Force
- Joel Reidenberg, Associate Chief Academic Officer and Associate Vice President for Academic Affairs, Fordham University
- Lisa Sotto, Hunton & Williams, LLP

**1:00 - 2:00 Lunch**