



Data mining in the age of class actions:

What privacy teams need to know

Thursday, 18 June

08:00–09:00 PST | 11:00–12:00 EST | 16:00–17:00 CET



Welcome and Introductions



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Agenda

1. | Why is data mining more important than ever
2. | Shift away from broad notification
3. | Defensibility under scrutiny
4. | Output quality and practical considerations
5. | Cost v. Risk tradeoffs
6. | Audience Q&A



Why Data Mining Matters

\$70B+

in class action settlements in 2025

1,800+

data breach class actions filed in 2025

25%

Increase from 2024

200%

Increase from 2022



Organizations know far less about their data than they think they do



Plaintiffs filing class actions earlier and focusing heavily on notification decisions, which puts pressure on companies to respond quickly and accurately



Regulatory expectations and public scrutiny are intensifying, requiring organizations to know precisely what was compromised and to avoid over-and-under notification, which can have reputational and legal consequences

Audience Takeaways



Data mining

is not only about notification; it is about understanding the risk and informs decisions, strategy, defense, communications, and obligations



Speed and precision

are not mutually exclusive



Over notification

creates risk and can trigger unnecessary concern, reputational harm, downstream customer obligations, and generate litigation opportunities



Data minimization

is imperative to contain future incidents in size and scope



The best outcomes

come from multidisciplinary teams

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