



# What every website needs to know about US privacy compliance and tracking risk

Tuesday, 11 August

08:00-09:00 PDT

09:00-10:00 MDT

10:00-11:00 CDT

11:00-12:00 EDT

17:00-18:00 CEST



## Meet the Panelists



**Rita W. Garry, CIPP/US**

Attorney & Counselor

**Howard & Howard**  
law for business®



**Dave Smith**

Chief Technology Officer

**ObservePoint**

## Your Job Isn't Easy

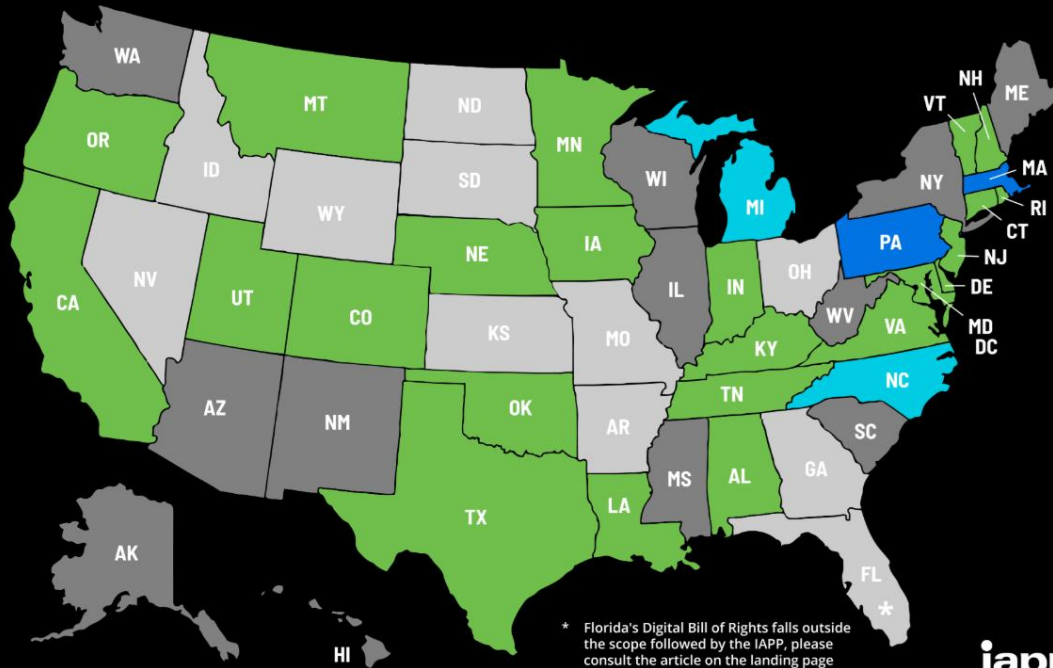


# The Advance of US Privacy Laws

## US State Privacy Legislation Tracker 2026

### Statute/bill in legislative process

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced

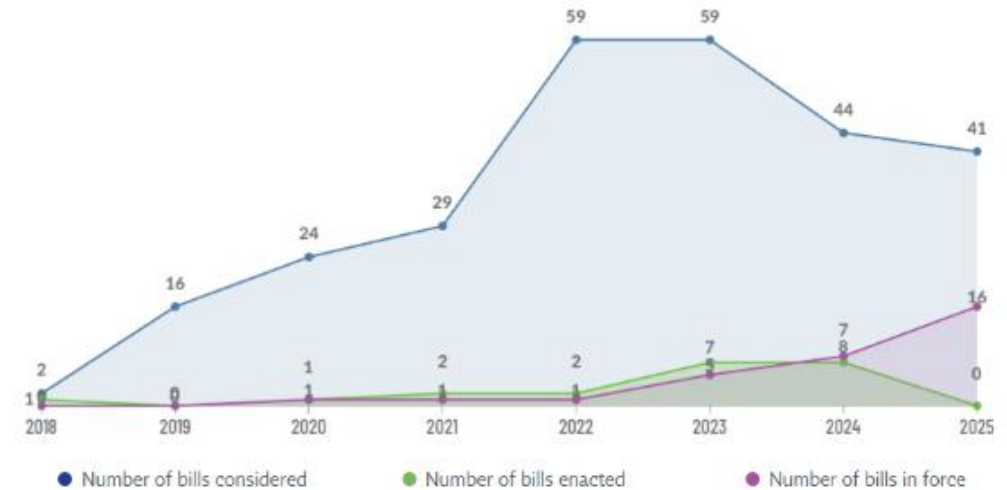


🔄 Last updated 29 June 2026

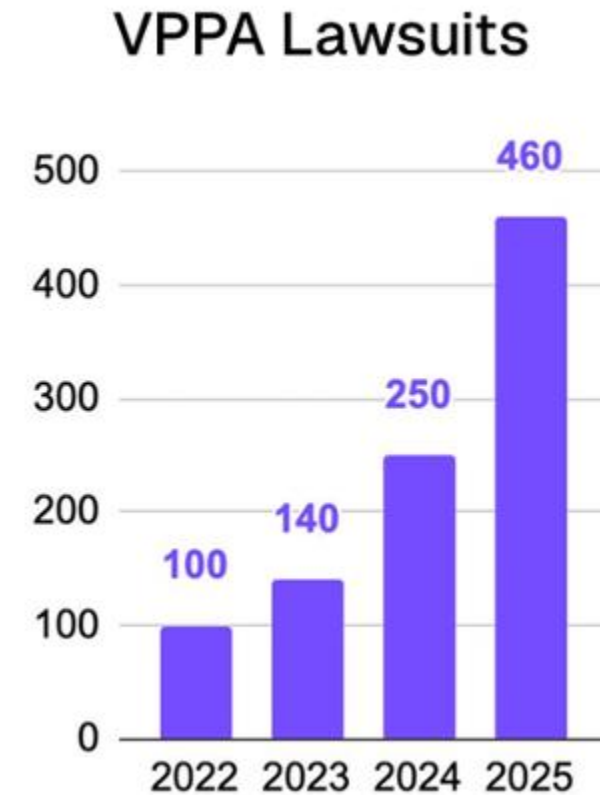
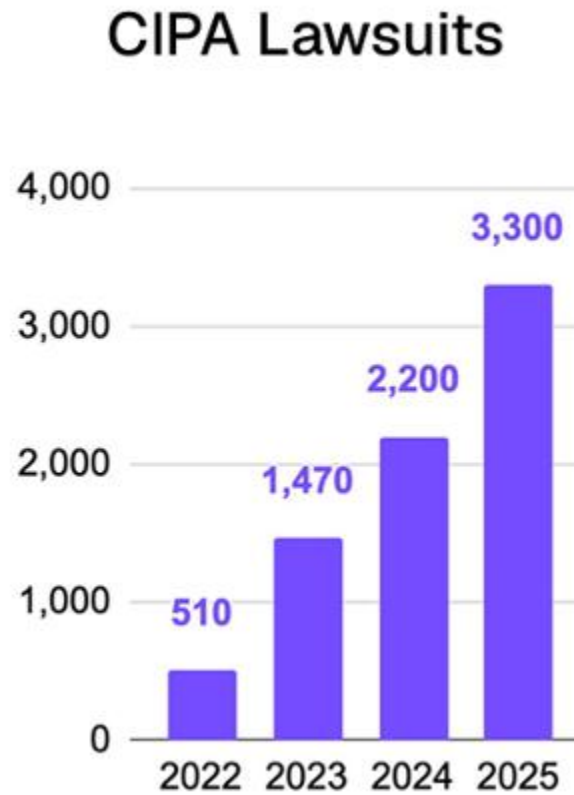
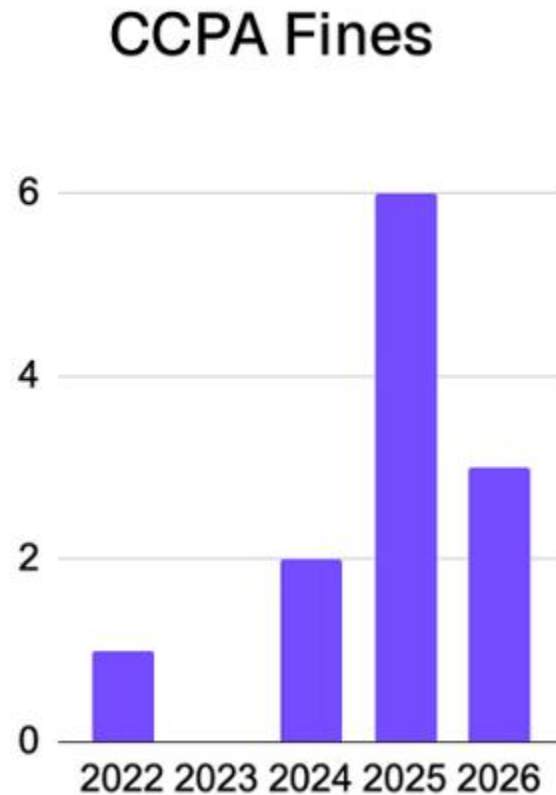
\* Florida's Digital Bill of Rights falls outside the scope followed by the IAPP, please consult the article on the landing page for more information.

iapp

### The growth of US state privacy legislation



## Privacy Enforcement by Regulators & Plaintiffs is Growing



# The Value of the Private Right of Action

## CIPA Violation Demand Letters

***To Whomsoever This May Concern:***

***This is regarding your violation of California's Invasion of Privacy Act ("CIPA") Cal. Penal Code § 638.51(a). You have installed and used multiple pen registers on your website without consent, Seeking injunctive relief, declaratory relief and statutory damages. The attached Complaint is prepared and ready to be filed with the Los Angeles Superior Court should this matter remain unresolved. Regards,***

## Illegal Wiretapping

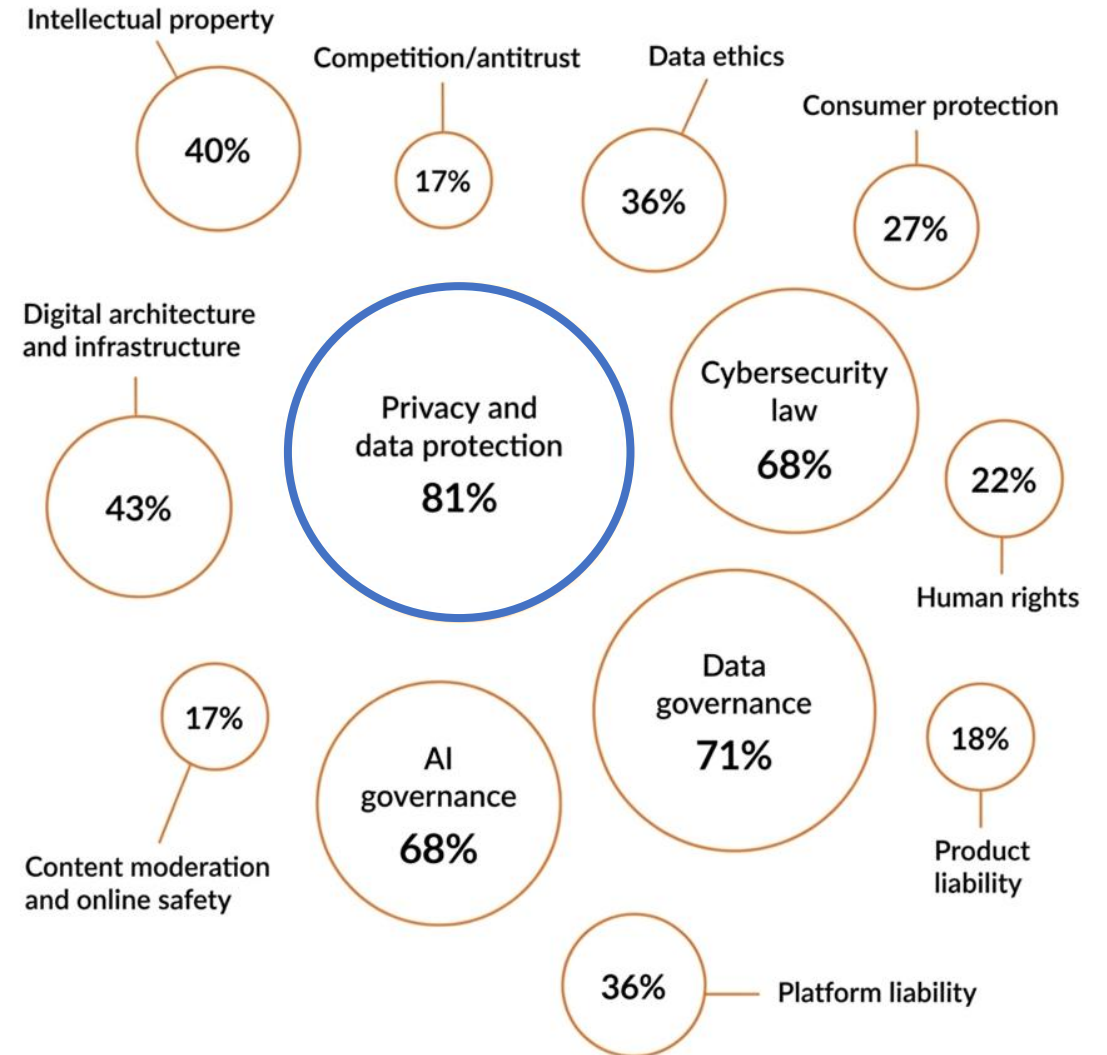
A California resident without an attorney elects to use decades-old wiretapping laws to extract website operators to pay for the interception of electronic communications without 2-party consent.

## Intrusion on Seclusion Tort

A breach of affairs that are reasonably expected to remain private. PetMeds

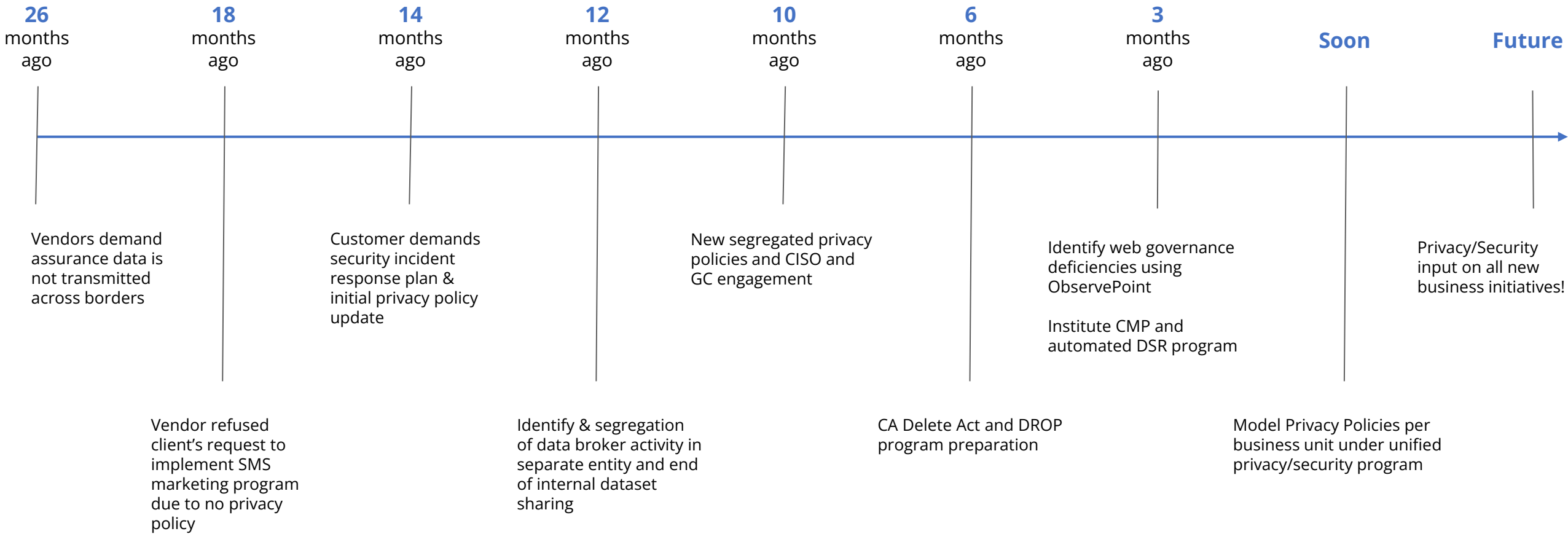


# The Evolving Web of Digital Governance



Note: % denotes proportion of respondent's organizations that include selected domain in the digital governance approach.

# The Speed of Change





## What do you need to do your job well?

Become a storyteller in your organization

- Share and learn from these cautionary tales, like GM.

Build a coalition

- Gather a team across functions to strengthen your ability to effect change

Mechanize privacy

- Develop processes and tools that are not an afterthought, but rather baked into the way you work.

It can be done.

# Back to the Future of Privacy

## 1974 - Fair Information Practice Principles (FIPPS)

**Transparency:** Individuals must be informed about data collection practices, ensuring no secret databases exist.

**Individual Participation:** People have the right to access, review, and correct their personal records.

**Purpose Specification:** The reason for collecting data must be clearly stated at the time of collection.

**Data Minimization:** Only the minimum amount of personal information necessary should be collected.

**Use Limitation:** Data must not be used or disclosed for secondary purposes without the individual's consent, unless required by law.

**Data Quality and Integrity:** Information must be accurate, relevant, and kept up-to-date.

**Security:** Organizations must implement safeguards to protect personal data against loss, unauthorized access, or misuse.

**Accountability:** Data collectors must be held responsible for complying with these principles.

# Pillars of Web Governance Maturity

Web Governance Foundation

Privacy, Security, and Risk

Data and Technology

Content and Experience

Digital Transformation

# The ObservePoint Cookie Database is coming soon...

The world's biggest, most accurate, and most  
privacy-centric cookie database

# Q & A

If you'd like to contact us:

[dave.smith@observepoint.com](mailto:dave.smith@observepoint.com)  
[rgarry@howardandhoward.com](mailto:rgarry@howardandhoward.com)



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**Thank you in advance!**

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