IAPP PRIVACY. SECURITY. RISK. + AI GOVERNANCE GLOBAL 2026

Training 6-7 October

Workshops 7 October

Conference 8-9 October

AIGP exam 9 October

SEATTLE

#IAPPpsr26

Privacy and AI Product Counseling

Navigating the New Era

WELCOME AND INTRODUCTIONS

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WELCOME AND INTRODUCTIONS

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The Product Counseling Lifecycle

Embedding privacy and AI governance across six phases of product development

Continuous loop: post-launch learnings feed the next kick-off

1 Intake & Kick-Off

- Embed at ideation; learn the business goal
- Risk triage; identify applicable regimes
- Trigger DPIA / AI impact assessment; assign accountability

2 Research & Data Mapping

- Map data inputs & outputs
- Sensitive, inferred & children's data
- Compliance model (global / regional / hybrid)

3 Design

- Purpose limits, minimization & PETs
- Consent, transparency & dark-pattern review
- Human oversight & user-rights pathways

4 Development

- Translate legal into engineering requirements
- Guardrails, feature flags, access controls
- Document decisions & residual risk

5 Launch

- Launch readiness & informed risk decisions
- ToS, policy & marketing claims review
- Rollout & rollback plans; user communications

6 Post-Launch & Iteration

- Monitor & triage issues; incident readiness
- Reappraise expectations; update playbooks
- Horizon-scan regulation

AI GOVERNANCE OVERLAY

1	2	3	4	5	6
AI use-case inventory & risk tiering — including shadow AI	Training data provenance; vendor & model diligence (drift, hallucination)	Explainability, oversight & AI disclosures designed in	Test for bias, accuracy & drift; complete assessments	AI claims review; identify AI to users at launch	Monitor model drift; reassess on retraining; retire responsibly

CROSS-CUTTING

Practices that run through every phase

- **Risk calibration & escalation**
- **Cross-functional liaison**
- **Documentation & accountability**
- **Framework anchoring & reg. monitoring**

How Did Things Go?
(We Really Want To Know)

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