



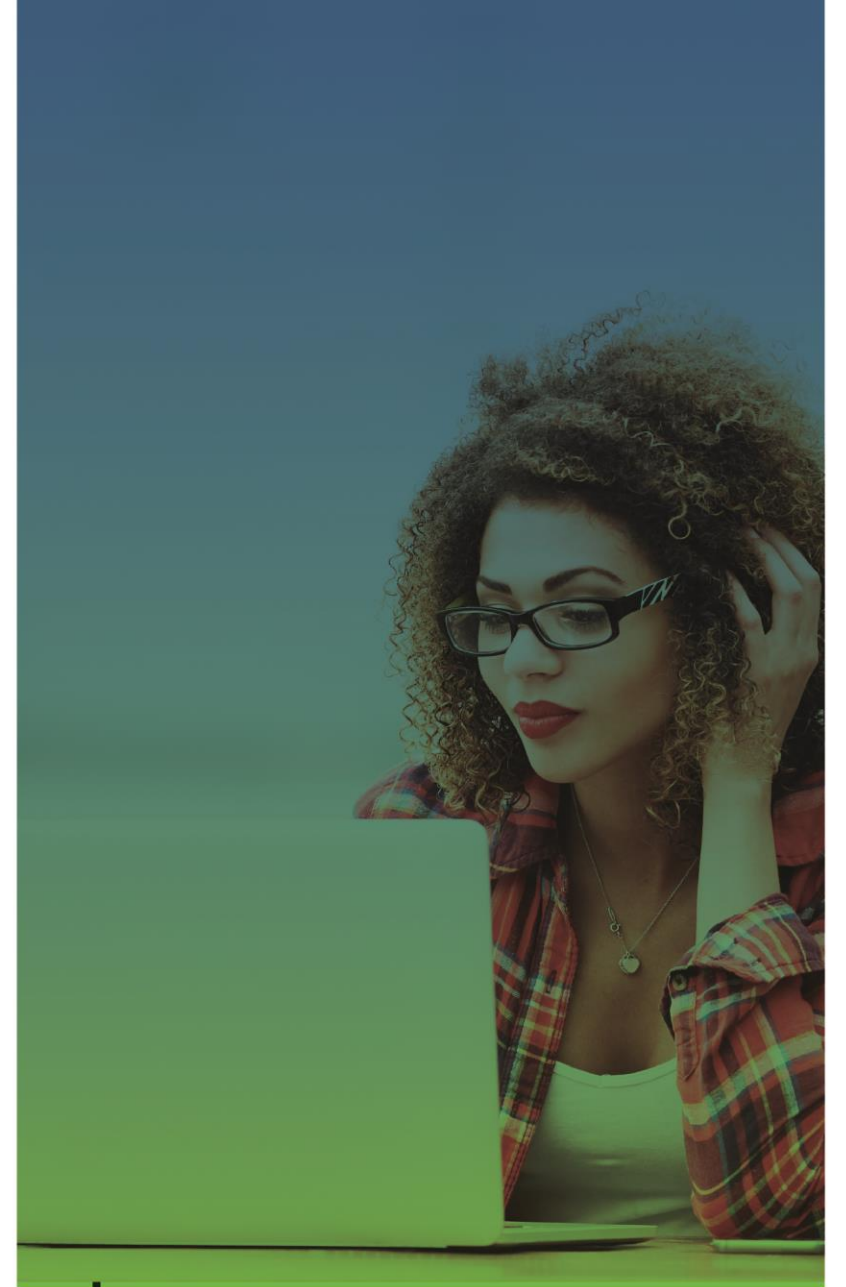
# The Strategic Privacy Pro: How to Be a Partner, Not a Blocker

**Thursday, 29 May**

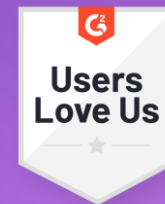
10:00–11:00 PST

13:00–14:00 EST

19:00–20:00 CET



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# Meet Your Hosts



**Rachael Ormiston**

Chief Privacy & Trust Officer  
Osano



**Amy de La Lama**

Partner and Chair—Global Data  
Privacy and Security Practice  
BCLP



**Diana Iketani Iorlano**

Founder and Managing Attorney  
Iketani Law Corporation

# Agenda

- The struggle of turning regulatory knowledge into action
- How legal pros are managing privacy currently
- Why and how become a privacy enabler
- Q&A



# The Struggle

of Translating Regulatory  
Knowledge into Action

## Poll

# What is the biggest challenge you face in achieving privacy compliance?

01

Feeling confident delegating compliance

02

Keeping up with the volume of regulatory and enforcement developments

03

Getting the organization to act on my recommendations

04

Being avoided/left out of the loop due to being perceived as the “Department of No”

05

Lack of budget, headcount, or resources

06

Other



## What We'll Explore Today

# The Gap

- There's a gap between:
  - What businesses expect of legal pros
  - What legal pros expect to deliver
  - What privacy compliance requires
- Understanding privacy regulation is only half the battle
- What skills and knowledge do you need to bridge this gap?

Only **47%**  
of organizations report having  
adequate legal and compliance staffing.

ISACA State of Privacy 2025



# How Legal Pros Are Managing Privacy Currently



**56%**

of organizations report that budget constraints interfere with delivering on privacy compliance.

\*IAPP Privacy Governance Report 2024

**61%**

of privacy professionals report that their biggest skill gap is experience with technologies and applications.

\*ISACA State of Privacy 2025

## Challenges Legal Pros Are Facing

# Too Much; Not Enough

- Resourcing—not enough time, personnel, or budget
- Proliferation of tools requiring expertise
- Records proliferation
- Disparate, siloed teams struggling with adherence
- Constant regulatory developments
- Difficult risk quantification due to rapid changes and relatively limited enforcement

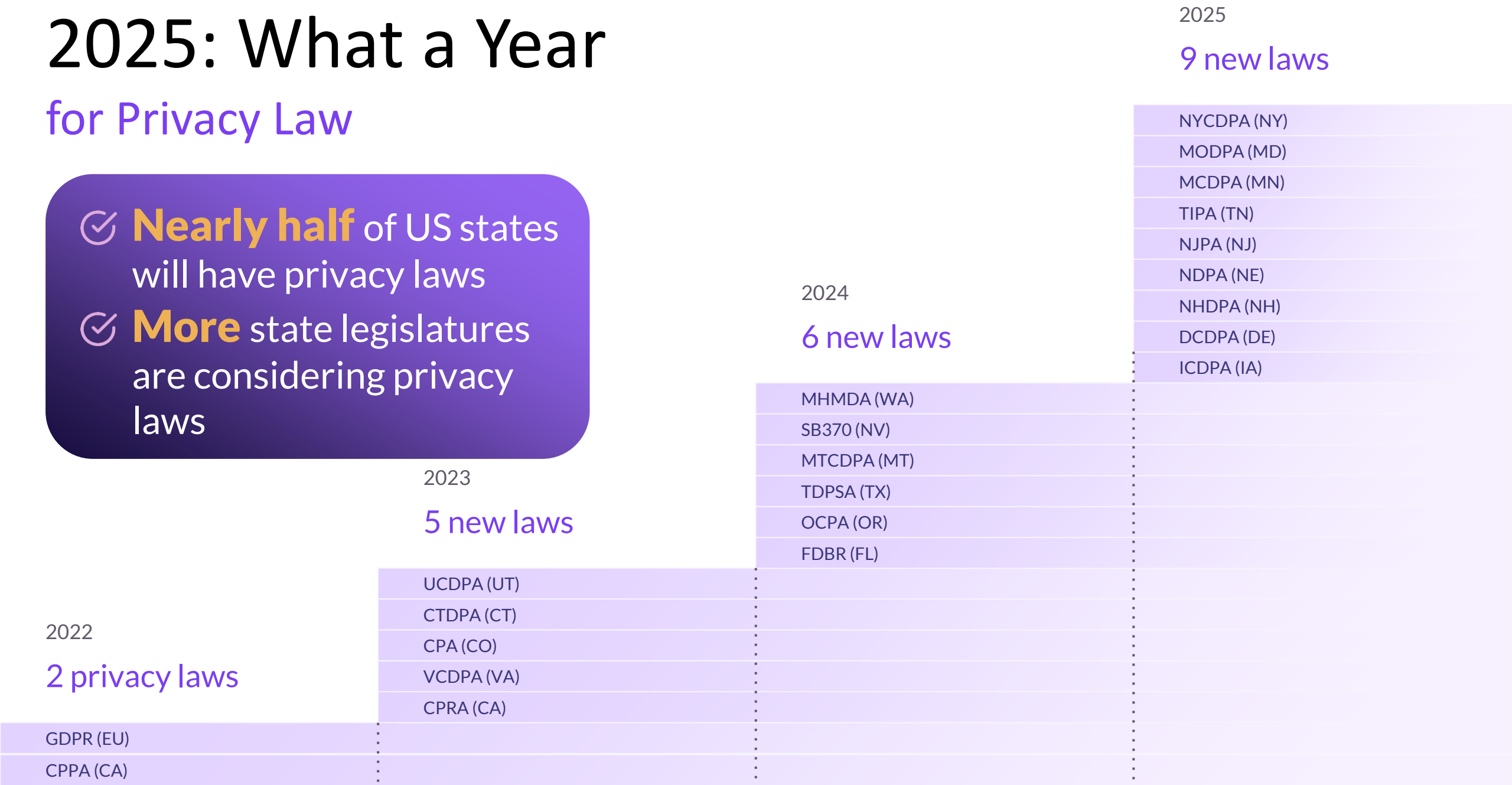
# 2025: What a Year for Privacy Law

✓

Nearly half of US states will have privacy laws

✓

More state legislatures are considering privacy laws



## Poll

# How would you characterize your organization's awareness of recent privacy enforcement?

01

We're actively analyzing enforcement cases and updating our privacy program accordingly

02

We actively review enforcement cases, but don't act on our findings

03

We'll discuss enforcement if it seems related to our business

04

Occasionally enforcement is mentioned, but it's never explored

05

We rarely if ever discuss enforcement

# What Recent Enforcement Is Telling Us

- Enforcement is ramping up
  - 5 CCPA actions (+ investigative sweep of location data industry)
  - 1 TDPSA action
- Of the 19 comprehensive data privacy laws in the US, 13 are currently in effect, with TN and MN coming online in July and MD in October.
- Regulators are joining forces
- Enforcement is coming from unexpected angles:
  - CIPA and wiretapping litigation
  - CPPA sweeping data broker industry under DELETE Act
  - Deceptive AI use
    - Future enforcement under ADMT regulations and comprehensive AI law
  - Recent CPPA decisions
    - Identity verification
    - Use and testing of compliance tools
- Reducing risk requires:
  - A focus on privacy operations and compliance execution
  - Flexibility and recalibration if the enforcement landscape shifts





# How to Become a Privacy Enabler

Tips for Enabling Privacy Operations



For every dollar spent on privacy,  
the business as a whole sees a  
**\$2.70** return.

\*Cisco, 2020 Data Privacy Benchmark Study

# Why Bother Become a Privacy Enabler?

- Advance company goals
  - Enter new markets
  - Increase attractiveness to partners, the market, M&A opportunities
  - Customer loyalty via transparency
- Avoid becoming another enforcement headline
- Shift the “Department of No” perception
- Create a culture of compliance
  - Improve adherence to guidance
  - Discover and reduce risk
  - Automate processes to reduce the burden of future work that will land on your plate

# How Do We Translate Regulatory Expertise Into Compliance Reality?



## Shift Your Perspective

### Everyone owns privacy

- Privacy is no longer siloed in the CPO function
- You may feel like privacy's been added to your plate; it's on everyone else's too.

### Privacy is about future proofing the business

- It may feel like a distraction, but proactive work now reduces your workload later and minimizes business disruption



## Strategies to Adopt

- Align with business goals
- Focus on data minimization/retention policies
- Litigation prevention/risk management
- Record-keeping is crucial
- Implement internal processes/training
- Review standard contract language



# A Privacy Pro's Guidance for Legal Team Members



## Prioritize Visible Compliance

- Regulators are looking at outward-facing markers of compliance first.
- Assessments, data mapping, etc. are important
- But consent, subject rights, and policy management should be your first priorities.



## Train and Delegate When Possible

- Handling privacy workflows like assessments, consent management, or subject rights responses to others can feel risky.
- But doing it all yourself is not possible.
- Delegation gives you time to enable others and attend to the rest of your duties.
- The right solutions will provide guardrails and guidance for non-experts.



## Tooling Can Be Make or Break

- Don't rush the solution evaluation process
- The wrong solution can make more work for you and your team
  - Additional training for use
  - Maintenance for technical and regulatory updates
  - Lack guardrails
- But manual privacy management is no longer tenable; effectively reducing privacy risk requires compliance software of one kind or another.

## Poll

Based on what we covered, what do you think your next privacy management priority will be?

01

Make the business case for more budget/staff

02

Shoring up visible privacy compliance (e.g., cookie consent, subject rights requests)

03

Evaluating privacy solutions

04

Regulatory and enforcement analysis

05

Other

# Q&A



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Thank You!

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