



# IAPP Privacy. Security. Risk. 2025

Training 28-29 October

Workshops 29 October

**Conference 30-31 October**

**SAN DIEGO**

**#PSR25**

# Game Changers:

Tackling Data Privacy, Security, and AI  
Governance



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# AGENDA OUTLINE

- I. Welcome and Introductions
- II. How organizations are transforming fan and consumer experiences
- III. The evolving global regulatory and technology landscape
- IV. Innovative and integrated approaches for data privacy, consent, security, and responsible AI
- V. Questions and Answers
- VI. Closing Remarks

# WELCOME AND INTRODUCTIONS



**Joe DeMarzio**  
Director, Data Risk & Privacy  
PwC



**Tom Cioce**  
VP, Privacy and Legal Affairs  
National Football League



**Courtney Stout**  
Chief Privacy and Data Governance Officer  
National Basketball Association

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# How organizations are transforming fan and consumer experiences

**There future of fan and consumer experiences are...**

- AI and data-driven
- Hyper-personalized
- Omnichannel and global
- Digital and differentiated
- At the right place and time
- Trustworthy

# The evolving global regulatory and technology landscape

## Potential blockers and challenges to be tackled...

- Increased regulation and enforcement in many parts of the world
- Global nuance - some countries/laws are more restrictive, others less
- Tech and innovation influx and uncertainty (e.g., AI is new for most!)
- Explosion of AI across the vendor ecosystem – some real, some not
- Changes and conflicts in consumer expectations (e.g., the privacy paradox)

# Innovative and integrated approaches for privacy, consent, security, and AI

## Several major opportunities exist...

- Adoption of integrated and rationalized frameworks (vs. multiple, disparate)
- Shift to more common or coordinated ownership models
- Risk-based approaches to AI governance (e.g., fast lane for lower risk use cases)
- Increase in the use of AI (don't just govern it – use it!)
- More competitive and innovative tech landscape (more viable tooling options!)
- Managed services and scalable, sustainable operating models

# RESOURCE LIST

**Please reach out to continue the conversation!**

- **Joe DeMarzio (PwC)** – [joseph.c.demarzio@pwc.com](mailto:joseph.c.demarzio@pwc.com)
- **Tom Cioce (NFL)** – [thomas.cioce@nfl.com](mailto:thomas.cioce@nfl.com)
- **Courtney Stout (NBA)** – [cstout@nba.com](mailto:cstout@nba.com)

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

Did you enjoy this session? Is there any way we could make it better? Let us know by filling out a speaker evaluation.

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Thank you!

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