



IAPP Privacy. Security. Risk. 2025

Training 28-29 October

Workshops 29 October

Conference 30-31 October

SAN DIEGO

#PSR25

The Lean Privacy Playbook

*Making an Impact with Small, but Mighty
Privacy Programs*



WELCOME AND INTRODUCTIONS



Dwight Turner, AIGP,
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SimSpace Compliance
Analyst II



Tess Kelly-Frazier,
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Knox Chief Compliance
Officer



Stephen Reynolds,
CIPP/US

Partner at McDermott
Will & Schulte



Daniel Barber

DataGrail Chief
Executive Officer

#PSR25

AGENDA OUTLINE

- Session Outline
- Welcome and Intros (8 Mins, Max)
 - Focus and Terms
 - Request Audience Participation (SLIDO)
- Speaker 1 – Tess Frazier-Kelly (12 Mins Max)
 - Scrappy Implementation from a Team of One
- Speaker 2 - Stephen Reynolds (12 Mins, Max)
 - Managing Legal Risk & Regulatory Expectations
- Speaker 3 - Daniel Barber (12 Mins, Max)
 - Patterns Across Privacy Programs
- Questions and Answers (10 Mins, Max)
 - Raised Hands & SLIDO
- Closing Remarks – (2 Mins, Max)
 - "Focused, Risk Managed, and Future Proof"

TODAY'S FOCUS

“Like athletes who drill plays until they become instinctive, privacy teams build intuition through real-world repetition.”

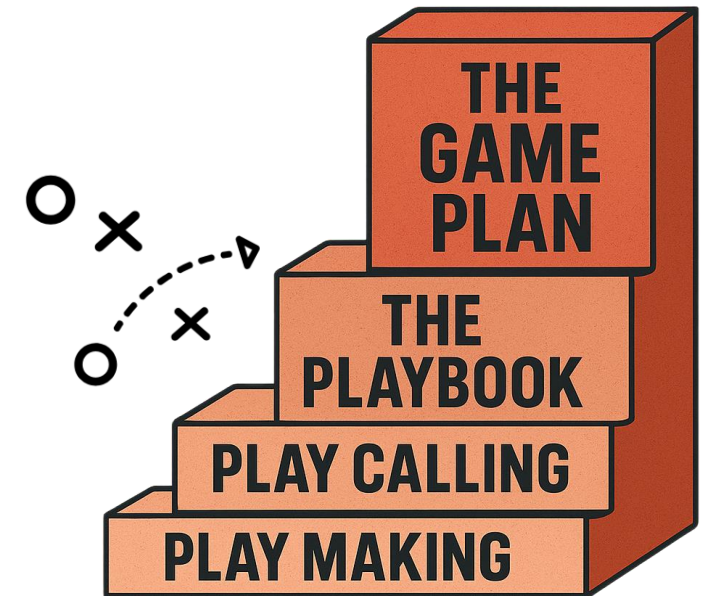
- We'll focus on managing privacy programs already in motion, not theory or early-stage setup.
- Our discussion is structured but unscripted and limited by time, so we'll move fast and keep it practical.
- This session assumes your program already has a solid privacy foundation.



PLAYBOOK TERMS

Terms We'll Use

- **Lean Privacy:** Meaningful privacy outcomes without large budgets or staff
- **Game Plan:** Overarching strategy, aligning goals with business strategy
- **Playbook:** A collection of proven strategies you can adapt to your situation
- **Play Calling:** Selecting the right set of plays to achieve the game plan
- **Play Making:** Decision-making, especially when the unexpected happens



SLIDO POLL

Join the Conversation

What has been the most challenging issue while running a lean privacy program?

Not necessarily the biggest challenge, but what keeps you up at night?

- Leadership Buy-In And Budget
- Changing Regulations
- Personnel Bandwidth
- Role Drift
- Other Issues?

How to Participate

Go to slido.com and enter code: **4992236**

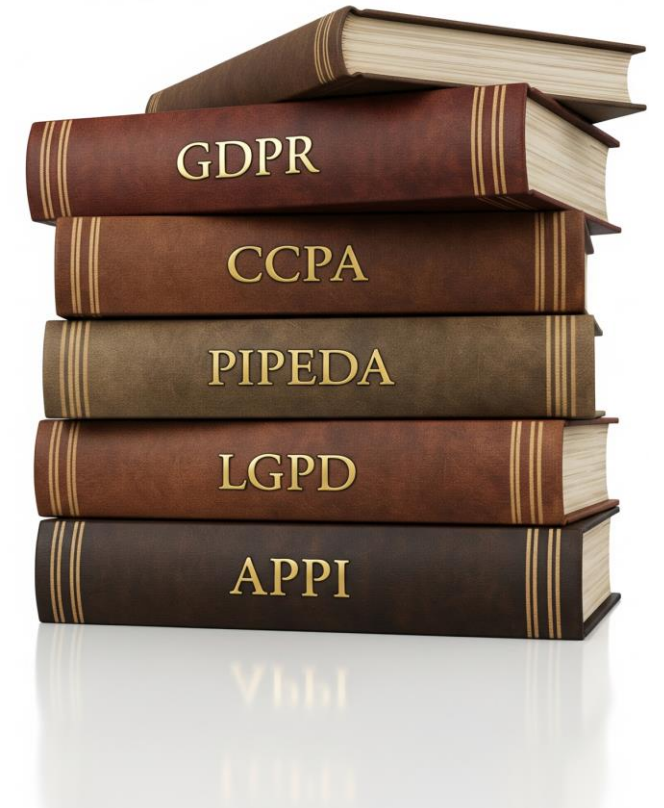
Solo Play Making

- **Topics:** Tess' Top Play Making Moments, including:
 - Recognizing overwhelm
 - Making the most of limited time and tools
 - How can cross-functional partnerships reduce workload and increased coverage?



Regulatory Game Plans

- **Topics:** Stephen's Enforcement Playbook, including:
 - Staying Compliant w/o Panicking
 - Realistic Roadmaps & Milestones
 - How can teams approach regulatory risk in a lean way without sacrificing trust or compliance?



Patterns Across Playbooks

- **Topics:** Daniel's scaling playbook, including:
- Common pitfalls and industry patterns
- Low-maintenance, high-impact controls that scale
- What are examples of low-maintenance, repeatable privacy controls that scale?



Takeaways & Questions

- **Lean, But Mighty:** Break down privacy work into manageable, high-impact actions.
- **Collaboration Over Isolation:** A small privacy team can achieve more by leveraging allies.
- **Readiness at Scale:** Be flexible to changing regulations and emerging issues.
- Share your questions in slido, upvote your favorite questions, and you can also raise your hand to discuss.
- Q&A time is limited, but keep these conversations going by following our panelists on LinkedIn!

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.

1. Open the IAPP Events app.
2. Select **IAPP Privacy. Security. Risk. 2025**
3. Tap "Schedule" on the bottom navigation bar.
4. Find this session. Click "Rate this Session" within the description.
5. Once you've answered all three questions, tap "Done".

Thank you!

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