Kicking off the NIST Privacy Framework: Workshop #1
CAPITAL FACTORY IN AUSTIN, TEXAS | OCTOBER 16, 2018, 2:30-5:30 PM CT

Agenda

Time	Topic
2:30 PM	**Opening Remarks** Donna Dodson, Chief Cybersecurity Advisor, NIST
2:40 PM	**Panel Discussion #1: Introduction to the Privacy Framework** Learn about NIST's objectives and the process for developing the Privacy Framework. Take the opportunity to ask questions of NIST leadership on this effort. **Panelists:** • Naomi Lefkovitz, Senior Privacy Policy Advisor, NIST • Donna Dodson, Chief Cybersecurity Advisor, NIST • Kevin Stine, Chief of the Applied Cybersecurity Division, NIST
3:15 PM	**Panel Discussion #2: Attributes of the Privacy Framework** Panelists will share cross-sector perspectives on what needs the Privacy Framework should address, as well as key attributes and structure of an effective privacy framework. Discussion topics will include: characteristics of a risk- and outcome-based privacy framework, creating a framework that's understandable by non-privacy professionals, and supporting organizations' ability to operate in different jurisdictions. **Moderator:** Marc Groman, Principal, Groman Consulting Group LLC **Panelists:** • Ron Whitworth, Senior Vice President and Chief Privacy Officer, SunTrust • Kent Landfield, Chief Standards and Technology Policy Strategist, McAfee • Sarah Morrow, Chief Privacy Officer, Texas Health and Human Services • Michelle Dennedy, Vice President and Chief Privacy Officer, Cisco
4:10 PM	**Break**
4:20 PM	**Panel Discussion #3: Core Privacy Practices** Panelists will explore practices for inclusion in the NIST Privacy Framework. Panelists will leverage their own experiences implementing different privacy practices and discuss the maturity of these practices, gaps, and how to structure a framework to help advance implementation of better privacy solutions. **Moderator:** Rebecca Herold, CEO, The Privacy Professor; Founder, SIMBUS, LLC **Panelists:** • Sagi Leizerov, Chief Data Solutions Officer, Prifender • Charlie Cabot, Research Lead, Privitar • Maritza Johnson, UX Principal, Good Research; Researcher, ICSI • Michelle Richardson, Director, Privacy and Data Project, Center for Democracy and Technology (CDT)
5:15 PM	**Recap of the Day and Next Steps** Kevin Stine, Chief, Applied Cybersecurity Division, NIST

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Speaker Bios

Charlie Cabot Charlie Cabot leads the research and data science team at Privitar, working on solving industry problems with privacy enhancing technologies. Charlie focuses on formal privacy models, risk metrics, and the statistical impact of anonymization on analytics and data science. He has led data privacy consulting projects for clients across industries, and worked on productizing state of the art privacy techniques. Previously, working in cyber security, Charlie engineered machine learning-driven approaches to malware detection and modeled cyber attacks on computer networks.

Michelle Dennedy Michelle Finneran Dennedy is Vice President and Chief Privacy Officer at Cisco, where she works to raise awareness and create tools that promote privacy, quality, respect, trust, and asset-level possibilities for data. She is a unique visionary in the field of privacy and the IT industry, bringing together multifaceted approaches that provide sincere privacy protections and drive business value. Throughout her career, Dennedy has led security and privacy initiatives, ranging from regulatory compliance, privacy engineering, advocacy and education efforts, and litigation at companies including Cisco, and previously McAfee/Intel Security, Oracle, and Sun Microsystems. She founded The iDennedy Project, which seeks to change how people think about information and data, and co-authored The Privacy Engineer's Manifesto: Getting from Policy to Code to QA to Value. She hosts a podcast, Privacy Sigma Riders, which focuses on cybersecurity, trust, and data privacy issues. Dennedy is a highly sought-after public speaker who sits on the boards of the International Association of Privacy Professionals (IAPP) and the National Multiple Sclerosis Society of Northern California. She has been honored with many industry awards including California's Most Powerful and Influential Women, by the National Diversity Council; the IAPP Vanguard Award; Woman of Influence for Security and Privacy, from the Executive Women's Forum (EWF) and CSO Magazine; Woman of the Year in Technology and Transformation, by the Stevie American Business Awards, and most recently, World Women Awards Silver Winner for Female Executive of the Year for her leadership in optimizing Cisco's privacy maturity. Dennedy has a Doctorate of Law degree from Fordham University and a Bachelor of Science degree in Clinical, Counseling and Applied Psychology and Economics from The Ohio State University.

Donna Dodson Donna Dodson is a pioneer and recognized leader in the U.S. Government's efforts to address cybersecurity challenges. As NIST's Chief Cybersecurity Advisor, Donna provides leadership and vision for all cybersecurity research programs at NIST. She is the primary technical expert and management advisor for cybersecurity for NIST and the Department of Commerce and is a key cybersecurity leader for the Administration and the Nation. Since joining NIST in 1987, Donna has been selected as a Fed 100 winner for innovations in cybersecurity, as one of the top 10 influential people in government IT in 2011, and as one of Fed Scoop's Top 50 D.C. Women in Tech.

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Marc Groman Marc Groman is an internationally recognized expert in privacy, cyber security, and data strategy. In 2015, Mr. Groman was appointed Senior Advisor for Privacy in the White House Office of Management and Budget, where he had government-wide responsibility for privacy policy. During that time he served as the Chairman of the Federal Privacy Council established by President Obama, and as the privacy lead on the President's Cyber Security National Action Plan. Mr. Groman's vision and innovative approach to addressing data privacy issues while in the White House earned him the International Association of Privacy Professional's 2017 Leadership Award. Since the end of his tenure at OMB, Mr. Groman has been advising senior leaders in business and government on mission-critical policy, risk management, and data strategy issues. Currently he is working with the World Economic Forum drafting a global data policy framework, supporting efforts to craft federal privacy legislation in the United States, and teaching a seminar on data breach response at Georgetown University Law Center. Prior to working in the Obama Administration, Mr. Groman served in numerous leadership positions including President and CEO of the Network Advertising Initiative, Chief Privacy Officer of the Federal Trade Commission, and Privacy Counsel to the Energy and Commerce Committee of the House of Representatives. He currently serves on the National Security Agency Privacy Advisory Panel and the National Institute of Standards and Technology Information Security and Privacy Advisory Board, as well as numerous other boards and advisory councils. Mr. Groman received his BA from Tufts University and his JD from Harvard Law School. Marc Groman is a frequent and entertaining speaker on issues relating to privacy, technology, and innovation. Incorporating his professional skills with what he has "learned" in his role as a parent, in November of this year you will be able to listen to Mr. Groman on his new podcast, *Their Own Devices.* On this timely new series, Mr. Groman will draw on his professional expertise and parenting challenges to discuss the "ups and downs" of raising kids in the digital age.

Rebecca Herold Rebecca (FIP, CISSP, CIPP/US, CIPT, CIPM, CISM, CISA, FLMI, Ponemon Institute Fellow) has 25+ years of IT, information security & privacy experience, is CEO of The Privacy Professor® consultancy & President/Founder of SIMBUS, LLC Information Security, Privacy & Compliance cloud services. Rebecca has authored 19 books and contributed to hundreds of other books & articles. Rebecca led the NIST Smart Grid Privacy Subgroup for 7 years, is co-founder of IEEE P1912, and is on many advisory boards. Rebecca was Adjunct Professor for Norwich University MSISA program for 9 years, has received numerous awards & keynoted on 5 continents. Rebecca hosts VoiceAmerica radio show "Data Security & Privacy with the Privacy Professor." Rebecca is based in Des Moines, Iowa, USA.

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Maritza Johnson   Dr. Maritza Johnson is a UX Principal with Good Research and a Researcher at ICSI with a specialty in security and privacy. She aims to help people better understand the security and privacy decisions they encounter in their daily lives, and she's particularly interested in how people think about data. In the past she was a user experience researcher on Google's Identity team. Prior to that she was a technical privacy manager at Facebook. She completed her PhD in computer science at Columbia University and wrote her dissertation on end-user access control management with a focus on Facebook privacy settings.

Kent Landfield   Kent Landfield has spent 30+ years in software development, global network operations and network security arenas. Currently he is the Chief Standards and Technology Policy Strategist at McAfee. Kent has been active in the NIST Cybersecurity Framework development, participating and presenting in workshops, coordinating Intel's and McAfee's responses and providing global policy and educational outreach in multiple countries. While at Intel, he initiated and co-authored of 'The Cybersecurity Framework in Action: And Intel Use Case'. Kent has been a participating member of multiple subcommittees of the President's National Security Telecommunications Advisory Committee (NSTAC) efforts. He has worked on multiple cyber threat information sharing research, standards and development efforts and co-authored the IETF's RFC 7203, An Incident Object Description Exchange Format (IODEF) Extension for Structured Cybersecurity Information. He currently Co-Chairs the ISAO SO Information Sharing Working Group and the NTIA Software Transparency Standards & Formats Working Group. Previously as Director of Content Strategy, Architecture and Standards for McAfee Labs, Kent was the chief McAfee Labs Vulnerability Group Architect, as well as one of McAfee's Principal Architects. Kent was one of the founding members of the CVE Editorial Board, chairs the CVE Strategy Working Group and is currently involved with multiple global vulnerability related standards efforts. He has been active in Security Content Automation Protocol (SCAP) related security automation efforts. Kent holds patents in DNS, Email and Software Patch Distribution technologies.

Naomi Lefkovitz   Naomi Lefkovitz is the Lead for the Privacy Framework and Senior Privacy Policy Advisor in the Information Technology Lab at the National Institute of Standards and Technology, U.S. Department of Commerce. She leads the privacy engineering program, which focuses on developing privacy risk management processes and integrating solutions for protecting individuals' privacy into information technologies, including digital identity services, IoT, smart cities, big data, mobile, and artificial intelligence. FierceGovernmentIT named Ms. Lefkovitz on their 2013 "Fierce15" list of the most forward-thinking people working within government information technology, and she is a 2014 and 2018 Federal 100 Awards winner. Before joining NIST, she was the Director for Privacy and Civil Liberties in the Cybersecurity Directorate of the National Security Council in the Executive Office of the President. Her portfolio included the National Strategy for Trusted Identities in Cyberspace as well as addressing the privacy and civil liberties impact of the Obama Administration's cybersecurity initiatives and programs. Prior to her tenure in the

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Obama Administration, Ms. Lefkovitz was a senior attorney with the Division of Privacy and Identity Protection at the Federal Trade Commission. Her responsibilities focused primarily on policy matters, including legislation, rulemakings, and business and consumer education in the areas of identity theft, data security and privacy. At the outset of her career, she was Assistant General Counsel at CDnow, Inc., an early online music retailer. Ms. Lefkovitz holds a B.A. with honors in French Literature from Bryn Mawr College and a J.D. with honors from Temple University School of Law.

Sagi Leizerov Sagi has 20 years of privacy and data governance experience. As Prifender's Chief Data Solutions Officer, Sagi works with our customers to maximize the capabilities of our technology in their technical environment and operational needs. Sagi is also a Board Director of the International Association of Privacy Professionals. Before joining Prifender, Sagi was Ernst & Young's Global Privacy Leader for privacy assurance and consulting services. In his 16 years at Ernst & Young, Sagi served Fortune 100 and Fortune 500 companies from industries ranging from financial services, pharmaceutical, technology, manufacturing and automotive. He is a frequent speaker in data-related conferences and his articles appear in business and professional publications.

Sarah Morrow   A Privacy advocate, Sarah has several years of industry and regulatory compliance experience, 5 years specifically in Higher Education as Chief Privacy Officer for The Pennsylvania State University. Additionally, she spent 2 years as a privacy consultant for the Smithsonian Institution, consulted for State Farm Family of Companies as an employee of TEK Systems, then worked as University of New Mexico's HSC Chief Privacy Officer. Currently, Sarah continues to work in privacy as the Texas Health and Human Services system Chief Privacy Officer. She has a Bachelor of Arts in Art History from Mills College, a Paralegal Certification from the University of San Diego, School of Law, and a MBA-ISM (Information Security Management) Summa cum Laude from Jones International University. She maintains designations as a CIPP/US (Certified Information Privacy Professional), CIPM (Certified Information Privacy Manager) and GISP (GIAC Information Security Professional). After twenty+ years, Sarah retired from her first career as a professional equestrian and entered the world of regulatory compliance through the mortgage banking industry. Sarah is a two time member of DHS's Data Privacy and Integrity Advisory Committee (DPIAC); She was the first Chair of the of the International Association of Privacy Professional's (IAPP) Foundation Certification Exam Development Board and a former member of the Education Advisory Board, is a co-Founder of and was co-Chair of the Higher Education - Chief Privacy Officers (HE-CPO) group sponsored by EDUCAUSE, was co-Chair of the IAPP's Philadelphia Area Knowledge Net, was co-Founder and Chair of Columbia Area (South Carolina) Knowledge Net; She presented to audiences of the IAPP's Global Privacy Summit (March 2010), IAPP Knowledge Net (regional meeting), Internet 2's In Common CAMP (June 2010& 2011) and at EDUCAUSE (Annual conference Fall 2011). Most recently, she presented at IAPP's Global Privacy Summit in March of 2012 and at the EDUCAUSE Security Conference in May of 2012 participating in two sessions, in 2014, Sarah delivered Ethics training for MCLE credit at the IAPP Summit. In 2016 Sarah presented to Society of Corporate Compliance and Ethics' (SCCE) Higher Education Conference on establishing and maintaining a privacy program. She has authored articles for both the IAPP and SCCE.

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Michelle Richardson   Michelle Richardson is the Director of Privacy and Data at the Center for Democracy and Technology, a nonprofit advocacy organization that fights for privacy, security, and freedom of expression in the digital world. Michelle's team focuses on corporate practices and advocates for technology and policies that empower users, respect their privacy and treat them fairly.

Kevin Stine   Mr. Kevin Stine is the Chief of the Applied Cybersecurity Division in the National Institute of Standards and Technology's Information Technology Laboratory. In this capacity, he leads NIST collaborations with industry, academia, and government on the practical implementation of cybersecurity and privacy through outreach and effective application of standards and best practices. The Applied Cybersecurity Division develops cybersecurity and privacy guidelines, tools, and reference architectures in diverse areas such as public safety communications; health information technology; smart grid, cyber physical, and industrial control systems; and programs focused on outreach to small businesses and federal agencies. The Division is home to several priority national programs including the National Cybersecurity Center of Excellence, the National Strategy for Trusted Identities in Cyberspace, and the National Initiative for Cybersecurity Education (NICE).

Ron Whitworth   Ron Whitworth is Senior Vice President and Chief Privacy Officer at SunTrust in Atlanta, Georgia. He manages the Enterprise Privacy Office for SunTrust Banks, Inc. and all of its affiliates and subsidiaries. Ron is a Fellow of Information Privacy (FIP), Certified Information Privacy Manager (CIPM) and Certified Information Privacy Professional for the United States, Canada and Europe (CIPP/US, CIPP/C and CIPP/E). Prior to joining SunTrust, Ron served as Senior Vice President, Chief Privacy Officer and Associate General Counsel at EverBank in Jacksonville, FL. Earlier in his legal career, Ron was an attorney with Sullivan & Worcester, LLP, counseling clients on a wide variety of state, U.S., and international privacy and data security matters. He was also a member of S&W's Telecommunications Group, and worked closely with its Trademarks, Copyright & Licensing Group on matters involving online businesses. Before joining Sullivan & Worcester, Ron was a member of Commissioner Jonathan Adelstein's staff at the FCC, and was an Associate with Fletcher, Heald & Hildreth, P.L.C. Ron also spent six years as editor-in-chief of Inside Wisconsin and Badger Nation Magazine and covered University of Wisconsin athletics for the Associated Press. He has appeared on dozens of local and national radio and television programs, including ESPN Radio and Fox Sports Radio. Ron is also a former associate producer for "The George Michael Sports Machine" and the NBC-4 Sports Department in Washington, D.C.

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