



THE HIGHER EDUCATION PRIVACY CONFERENCE

**Fourth Annual Event
Monday, May 11, 2015**

**Optional Day-Long Workshop
Tuesday May 12, 2015**

George Washington University Marvin Center
800 21st Street Northwest, Washington, DC 20052

Co-Organized by:

Daniel J. Solove

John Marshall Harlan Research Professor of Law
George Washington University Law School
President & CEO, TeachPrivacy

Tracy Mitrano

Principal, Mitrano & Associates, LLP
Director of Internet Culture, Policy and Law Program,
Cornell University

HIGHER EDUCATION PRIVACY CONFERENCE

MONDAY, MAY 11, 2015

The event will take place at the Marvin Center, 800 21st Street, NW, Washington DC. Registration and all rooms are on the 3rd floor.

| TIME | ACTIVITY | LOCATION |
|--------------------|---|----------------|
| 8:00 AM - 8:30 AM | Breakfast | Grand Ballroom |
| 8:30 AM - 9:00 AM | Introductory Remarks by Daniel Solove and Tracy Mitrano | Grand Ballroom |
| 9:00 AM – 10:30 AM | <p>Education Privacy: A New Regulatory Paradigm? Since FERPA in 1974, there has been scant regulatory attention on education privacy. The issue hasn't been covered much by the media and hasn't grabbed the public's attention – until recently. These days, there is a dramatic shift taking place, with states passing new laws, new self-regulatory measures, several bills in Congress, a major proposal from the White House, and many NGOs starting to do more work in this area. Are we entering into new regulatory paradigm for education privacy? What would the best role for regulators be? What should new laws seek to do? What kind of reforms should be made with FERPA?</p> <p>Panelists * Jules Polonetsky, Executive Director, Future of Privacy Forum * Kathleen Styles, Chief Privacy Officer, U.S. Department of Education * Dipayan Ghosh, National Economic Council , Executive Office of the President * Steven McDonald, General Counsel, Rhode Island School of Design</p> | Grand Ballroom |

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|---------------------|--|------------------------------|
| 10:30 AM - 11:00 AM | Break | Grand Ballroom |
| 11:00 AM – 12:15 PM | <p>Discussion Session 1 Education Privacy: A New Regulatory Paradigm? In this breakout discussion session, we will discuss the issues explored in the previous panel session.</p> <p><i>Moderators:</i> Daniel Solove (Group 1-A), Tracy Mitrano (Group 1-B), Heidi Wachs (Group 1-C)</p> | Breakout Rooms 308, 310, 311 |
| 12:15 PM - 1:15 PM | Lunch | |
| 1:15 PM – 2:30 PM | <p>Discussion Session 2 Cloud and Third Party Vendors In this breakout discussion session, we will examine relationships with Cloud and third party vendors. What are the most important measures that should be taken to ensure adequate privacy/security protections in these business negotiations and contract formation with cloud providers? What level of vendor oversight is the government looking for, what level is best practice, and how does an institution focus limited resources to best reduce risk in this area?</p> <p><i>Moderators:</i> Daniel Solove (Group 2-A), Heidi Wachs (Group 2-B), Rachel Krinsky (Group 2-C)</p> | Breakout Rooms 308, 310, 311 |
| 2:30 PM – 3:00 PM | Break | Grand Ballroom |
| 3:00 PM - 4:15 PM | <p>Discussion Session 3 Dealing with a Crisis: Privacy/Security Incident Prevention and Response In this breakout discussion session, we will discuss the best way to prevent and respond to both privacy and security incidents. What measures should be undertaken to prepare for a privacy/security incident? Should incidents involving privacy matters to be treated differently than ones involving security? How should institutions prepare for each type of incident? What kind of preventative measures should be put in place (policies, assessments, training)?</p> <p><i>Moderators:</i> Tracy Mitrano (Group 3-A), Susan Blair (Group 3-B), Rachel Krinsky (Group 3-C)</p> | Breakout Rooms 308, 310, 311 |
| 4:15 PM – 4:30 PM | Closing Remarks | Grand Ballroom |

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WORKSHOP

BUILDING A PRIVACY PROGRAM FOR HIGHER EDUCATION

TUESDAY, MAY 12, 2015

| TIME | ACTIVITY | LOCATION |
|---------------------|--|------------|
| 8:00 AM - 8:30 AM | Breakfast | Room - 310 |
| 8:30 AM - 9:00 AM | Introductory Remarks by Daniel Solove and Tracy Mitrano | Room - 310 |
| 9:00 AM – 10:00 AM | <p>Data Privacy Law 101</p> <p>Daniel Solove will provide an overview of the various privacy laws that affect higher education and provide key details about complying with each.</p> | Room - 302 |
| 10:00 AM - 10:30 AM | Break | Room - 302 |
| 10:30 AM – 12:00 PM | <p>Building a Privacy Program</p> <p>Daniel Solove will discuss the components of a privacy program and how to develop them. We will explore how privacy programs work in various types of organizations and companies and how to adapt them for the higher education context.</p> | Room - 302 |
| 12:00 PM - 1:00 PM | Lunch | Room - 310 |
| 1:00 PM – 2:30 PM | <p>Sharing Data with Cloud Providers and Other Third Party Vendors</p> <p>Elise Dieterich, a partner at Kutak Rock LLP, with extensive privacy law experience, along with Daniel Solove and Tracy Mitrano will discuss how to share data with cloud providers and other third party vendors. What are the factors that should be looked at when evaluating the suitability of a third party? What elements that should be included in the contract? Specific and concrete guidance will be provided.</p> | Room - 302 |
| 2:30 PM – 3:00 PM | Break | Room - 302 |
| 3:00 PM - 4:45 PM | <p>Practical Considerations for Developing a Privacy Program</p> <p>Tracy Mitrano will discuss some of the practical, logistical, and political considerations involved with developing a privacy program. How can one improve “buy in” by the top administration? How can various departments and separate components of a college or university be brought together? How can one achieve participation by various members of the community – administrators, staff, faculty, students, and third parties?</p> <p>This session will be informal, with ample time for group discussion.</p> | Room - 302 |
| 4:45 PM – 5:00 PM | Closing Remarks | Room - 302 |

NOTE: The workshop is optional. There is a separate fee for the workshop.