

# wirewheel

What to Expect in 2023

SPOKES 2022



**WELCOME!**

# SPOKES / Summer 2022

## Virtual Privacy Technology Conference

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### What To Expect In 2023



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Wednesday, June 22, 2022 | 4:00PM – 4:50PM EST

# New State Laws Require Privacy Assessments and State Filings



**Privacy Risk Assessments, and filing requirements**  
*Companies must “[s]ubmit to the California Privacy Protection Agency on a regular basis a risk assessment with respect to their processing of personal information”*



**Privacy Risk Assessments, and filing requirements**  
*Companies must “shall conduct and document a data protection assessment of each of the following processing activities involving personal data”*



**Privacy Risk Assessments, and filing requirements**  
*Companies “shall not conduct processing that presents a heightened risk of harm to a consumer without conducting and documenting a data protection assessment of each of its processing activities”*

01 Inventory

02 Assess

03 Report and File



# Consent Requirements Are Increasingly Complex

Two dominant forms of “consent” required across the world.

- **Opt-in:** Companies are required to gain consent **prior** to collection, processing and storing data. GDPR and many of the laws based on it require opt-in consent for most data processing activities.
- **Opt-out:** Companies are required to enable users to “opt-out” of data processing activities. California’s CCPA and other U.S. laws typically use this model.

**Table 1: Comparing Consent Provisions by Privacy Laws Across the World**

X = Opt-In Y = Opt-Out \* = Not in effect yet

Region	Law	Use Case			
		Use / process personal data	Sale / share personal data	Behavioral, Advertising, Targeting	Automated Decision Making & Profiling
California, US	CCPA, CPRA		Y	Y*	Y*
Colorado, US	CPA	Y*	Y*		Y*
Virginia, US	CDPA		Y*	Y*	
Europe	GDPR	X	X	X	X
China	PIPL	Y	Y	Y	
Brazil	LGPD	X	X	X	X
Canada	PIPEDA / CASL	X	X	X	X

## THE SOLUTION

A fully integrated, end-to-end automation platform for privacy.

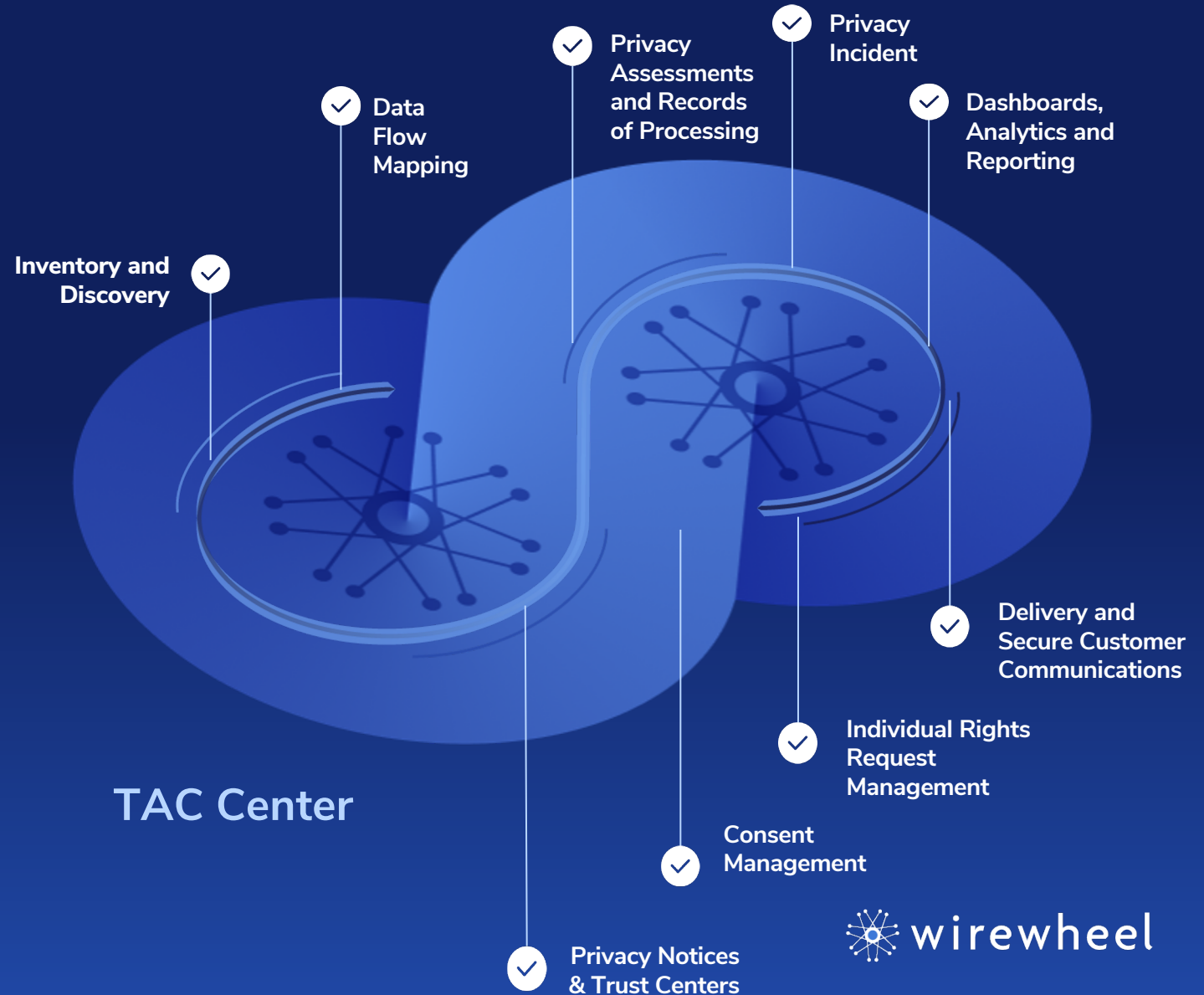
Automate Your Company's Privacy Program Needs

"Privacy Operations Manager"

Automate Your Customer's Privacy User Experience

"Trust Access and Consent (TAC) Center"

## Privacy Operations Manager



## Data Seller Assessments

Can be built to help advertisers

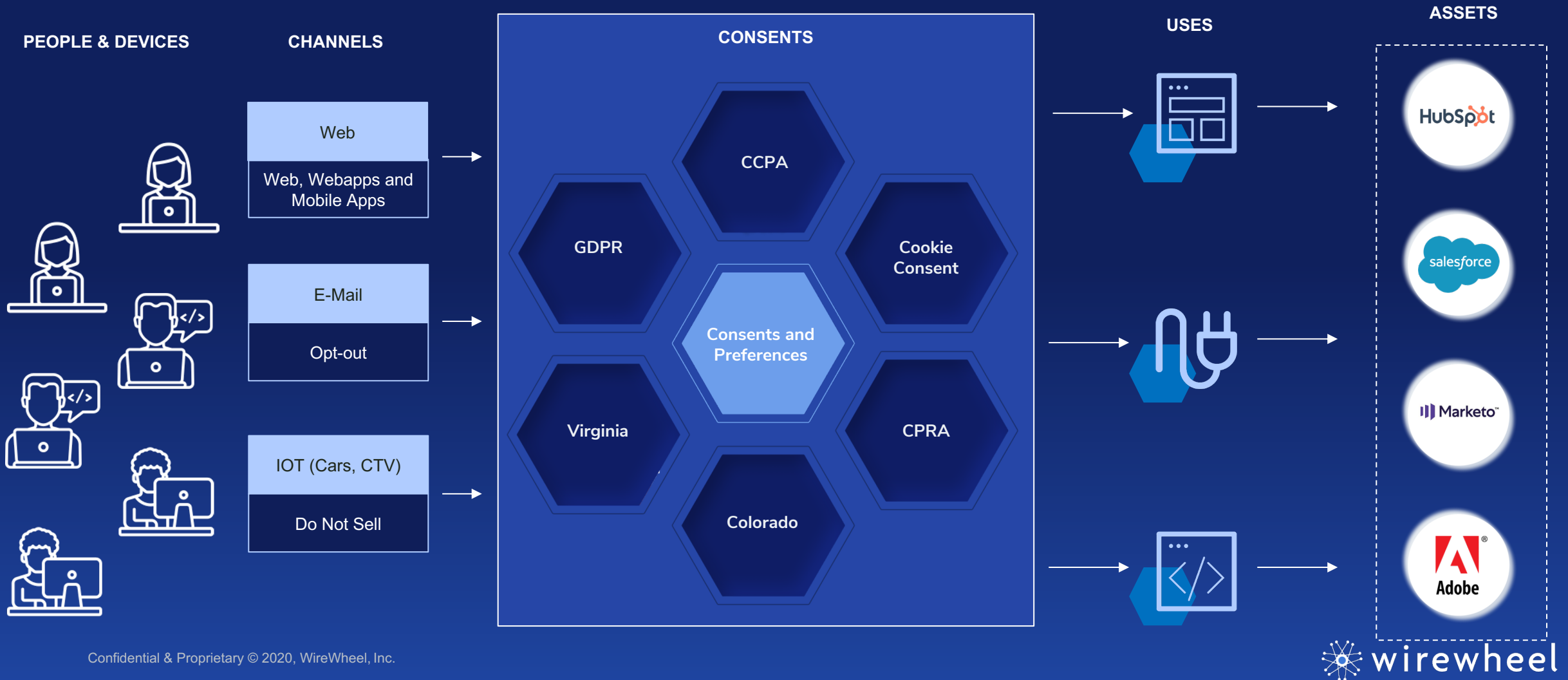
- Reach faster, better decisions about data provided by data providers
- Make informed decisions about which data providers to use.

An assessment method should be driven by leading industry standards, frameworks, and legislation, including:

- IAB TCF
- European General Data Protection Regulation (GDPR)
- US State Privacy Laws
  - CT, CO, VA, UT

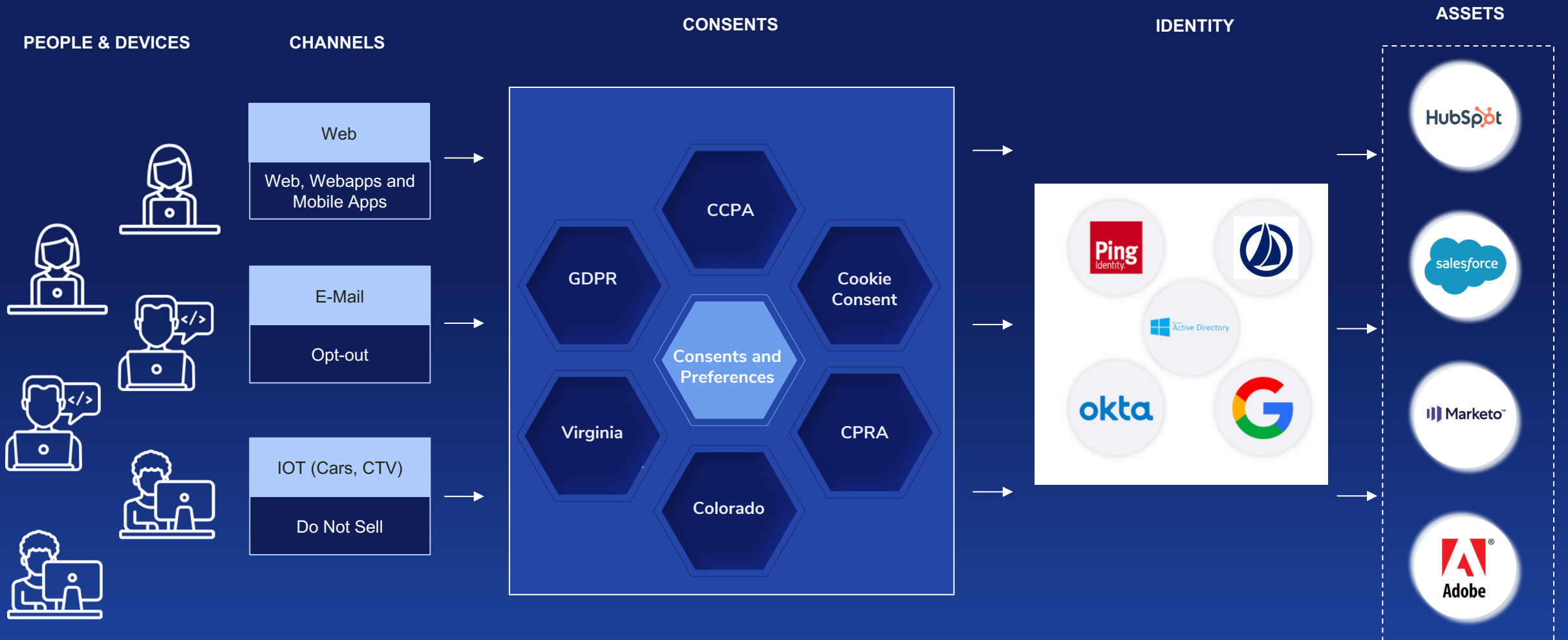


# Solutions for Multi-Channel Consent:





# IDENTITY: Central to Consent Management





Welcome

Communication preferences

**Your consents**

Privacy policy

Need help?

Language: **English** ▼

## Your consents ?

Opt in

Opt out

Targeted advertising ?

Opt in

Opted out

Opt-In for sale after previously opting-out ?

Opt in

Opted out

Participation in financial incentive programs ?

Opt in

Opted out

Profiling ?

Opt in

Opted out

Processing of personal data ?

Opted in

Opt out

Processing of personal data of minors ?

Opt in

Opted out

Sale or sharing of personal information ?

Opt in

Opted out

Sale or sharing of personal information of minors ?

Opt in

Opted out

Secondary or additional use of data ?

Opt in

Opted out

Use of sensitive data ?

Opt in

Opted out

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