



DATA: Privacy, Ethics, Trust & Money

November 7–8, 2019
The Conference Board
Conference Center
New York City

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SEPTEMBER 28th FOR
\$100 SAVINGS

www.conferenceboard.org/digitaletics

Agenda

Day One November 7, 2019

Co-Chair

Jen McClure, Distinguished Principal Fellow & Program Director, Marketing & Communications Center
The Conference Board, and CEO, **JEM**

8:30 - 9:00 am

Registration and Continental Breakfast

9:00 - 9:15 am

Welcome

9:15 - 10:00 am

The Data Audit: What do you have? Where is it? Who's in charge of it?

Three simple questions, three complicated issues for every organization that depends on data. As data needs increase, so does the need for aggregation, a plan for data audits, and a dedicated executive whose job is the management of digital information.

Hugo Teufel III, Chief Privacy Counsel, **Raytheon Company**

Jennifer Johnson, Global Lead, Privacy Compliance,
Bloomberg LP

10:00 - 11:15 am

Establishing an Ethical Framework for Your Data

Using data to mine, identify, and target customers online is effective—until it's not. We discuss:

- The collection and treatment of personally identifiable information (PII)
- Third-party data (cookies)
- The need to balance your behavioral advertising with sensitivity toward your customers and regard for privacy
- The latest legal and regulatory developments in this volatile area

Andrew Reiskind, Senior Vice President, Deputy Chief Privacy Officer, **MasterCard Worldwide, Inc.**

Heidi Salow, CIPP-U.S., CIPP-EU, CIPM, Chief Privacy Officer, **Leidos, Inc.**

Jen McClure, Distinguished Principal Fellow & Program Director, Marketing & Communications Center
The Conference Board, and CEO, **JEM**

11:15 - 11:30 am

Networking Break

11:30 am - 12:30 pm

Selecting the Right Technology for Your Business Strategy

Every organization has unique needs in terms of the technology they leverage to achieve their goals. We discuss:

- Cloud verses on-premises storage
- The safety of your data
- Privacy issues relating to storage
- The importance of communication between IT and line businesses

Mary Newcomer Williams, Assistant General Counsel, **Azure Cloud Team, Microsoft Corp.**

Xinping Zhu, Vice President, Legal and Compliance, **Morgan Stanley**

12:30 - 1:30 pm

Luncheon

1:30 - 2:30 pm

Algorithmic Fairness: Intended and Unintended Consequences

Human decision-making versus machine-learning algorithms: how do you achieve balance? Is it possible for a company to have access to too much data? We discuss:

- Behavioral science and relationship marketing
- Leveraging the data to maximize potential intelligence
- Understanding the trade-off between accuracy and explainability
- Human oversight and intervention
- AI versus human outcomes/output
- Identifying the point where data becomes counterproductive
- Organizational implications to talent and the team

Moderator:

Xinping Zhu, Vice President, Legal and Compliance, **Morgan Stanley**

Panelists:

Cynthia Cohen, Board of Directors, **AnswerLab**, Board of Directors, **Triumph Resources**

Aryeh Friedman, Vice President, Associate General Counsel and Chief Compliance Officer, **Dun & Bradstreet** and Instructor, Legal Studies and Business Ethics, **Wharton School, University of Pennsylvania**

2:30 - 3:30 pm

Analytics in Action: How to Innovate While Maintaining Your Ethical Standards

Some companies are ahead of the curve, leveraging digital technology for maximum impact while remaining mindful of ethical and legal pitfalls. Case studies will include State Farm's "Drive Safe and Save" campaign, which uses telematics to track driving behavior. Issues discussed include:

- Sharing of analytics
- Impact of data on underwriting
- Analytics in customer-owned versus for-profit companies
- Using customer insights gleaned through analytics

Kindbody is redesigning the women's health and fertility experience in brick-and-mortar, mobile, and virtual settings. We'll discuss how software and data can be used to systematize a traditional services business to deliver a higher and more consistent standard of care.

- How to ethically and safely inform and improve clinical decision making
- Using clinical data to standardize the patient experience
- Sharing results data with patients that empowers rather than confuses
- Aligning the patient interest with business goals and strategy
- New use cases for existing technologies

Moderator:

Ataman Ozyildirim, Ph.D., Senior Director, Economics & Global Research Chair, **The Conference Board**

Panelists:

Kristy Fisher, Digital Analytics Director, **State Farm**

Joanne Schneider, Co-Founder and Head of Product, **Kindbody**

3:30 - 3:45 pm

Break

3:45 - 5:00 pm

Show Me the Money: Monetizing Customer Data

Pioneers in data and the customer journey are doing good things for customers and doing well in the process. We discuss E-commerce and spotlight industries that are using their knowledge of consumers to maximize their experience, in a win-win scenario. Understanding the customer journey

- Segmentation and personalization
- Relevance for the consumer
- Driving revenue and the data loop
- E-Commerce in regulated industries: challenges and opportunities
- Deciding what data to keep
- Developing a specialized customer journey

Moderator:

Susan Getgood, VP of Product Innovation, **She Media**

Panelist(s):

Heather Bergstein, Head of E-Commerce, **Remy Cointreau**

RJ Peterson, Promotional Marketing Manager, **Turn 5**

Mike Moran, Program Director, **The Conference Board**

5:00 - 5:15 pm

Chairmen's Wrap-Up

5:15 pm

Day One Adjourns

Day Two

November 8, 2019

8:30 - 9:00 am

Registration and Continental Breakfast

9:00 - 9:15 am

Re-cap of day one goals for day two

9:15 - 10:15 am

Artificial Intelligence: Using Machine Learning and Neural Networks to Enhance Your Business

We distinguish types of data, debunk buzzwords, and offer a basic short course in AI for non-AI experts. You'll learn about privacy, training, the art and the science of data in this fascinating and mystifying field:

- Understanding the type of the data associated with your business, including text-based, numerical, and approaches for each
- Applications of AI to growing your business
- Statistical models for modern organizations

Mehran Aminian, Ph.D., Professor of Electrical Engineering, **St. Mary's University**

Dr. Aminian's research interests include artificial neural networks, machine learning, quantum electronics, quantum computing, quantum mechanics, quantum collision theory and semiconductor devices.

Mitra Bokaei Hosseini, Ph.D., Computer Science, **University of Texas at San Antonio**

Dr. Hosseini research spans on requirements engineering, privacy engineering, and natural language processing. Her goal is to capture and formalize the semantics of natural language privacy requirements into knowledge bases that can be applied to privacy misalignment detection tools, thus enabling policy authors and app developers to tailor the privacy policy and app code automatically. She has explored natural language processing and neural network techniques for constructing such formal knowledge bases on privacy requirements.

10:15 - 11:15 am

Playing Defense: Connect Your People and Your Functions to Minimize Cyber Risk

Managing cyber risk takes a joint effort from the chief information officer, risk management, and cyber security. We discuss practical approaches to this multilayered defense. You will learn to:

- Protect the cyber victim and capture the cyber criminal
- Develop a common baseline for threat identification
- Connect digital and physical risks across your organization
- Establish reporting guidelines: who to tell, what to tell, and when to tell it
- Implement training to make risk real for your people and protect your digital identity

Curtis D. White, Vice President for Information Services and Chief Information Officer, **St. Mary's University**

Jon Ford PMP CISSP, Former Cybersecurity Executive, **Federal Bureau of Investigations (FBI)**

11:15 am - 12:15 pm

Do the Right Thing: Ethics, Trust and Integrity

When humans interact with machines, they do not leave ethics behind. The algorithms that power AI, like human beings, are value laden. We examine possible ethical codes and frameworks for AI, envision potential ethical dilemmas, and show you how to take the right risks for the right reasons.

Thomas E. Creely, PhD., Director, Ethics and Emerging Military Technology, **U.S. Naval War College**

12:15 pm

Conference Adjourns

REGISTRATION INFORMATION

Online www.conferenceboard.org/digitaethics

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing: REGISTER EARLY AND SAVE!	Before 9/28/19	After 9/28/19
Members	\$1,695	\$1,795
Non-Members	\$1,895	\$1,995

Fees do not include hotel accommodations.

Location

The Conference Board

845 Third Avenue (Between 51st and 52nd)

New York, NY 10022

Tel: (212) 339-0345

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.