

IAPP GLOBAL PRIVACY SUMMIT 2016

#GPS16



THE MAZE OF ONLINE RETAIL: PRIVACY, SECURITY, NOTICE, & CONSENT

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BACK IN ANCIENT TIMES THERE WAS...



Web Site

BUT NOW



#GPS16

GOALS OF THE SESSION

- Perspectives on how retailers integrate third-party, consumer-facing apps into their registration and transaction processes
- The complexities of providing consumers adequate notice and consent as to who is collecting their information and how it is being used
- Technical controls available for privacy professionals to protect consumer privacy and have greater assurance in the identification and authentication process



COMPANY AND CONSUMER QUESTIONS

COMPANY

- **Why** are we collecting or receiving the consumer data we are?
- **Who** is touching the data (my employees, vendors, subcontractors)?
- **How** is the data being handled (accessed, used, deleted)?
- **Where** is it being stored?
- **How** is it being protected?
- **Do** my disclosures and notices match?

CONSUMER

- **Who** am I doing business with?
- **What** information am I sharing and with whom and why? (what are you giving me in return?)
- **Who** is using my data and why?
- **What** can I do if I change my mind? (Will you delete it? Can I take my data with me?)
- **Will** you lose or sell my data? (How are you protecting my data?)

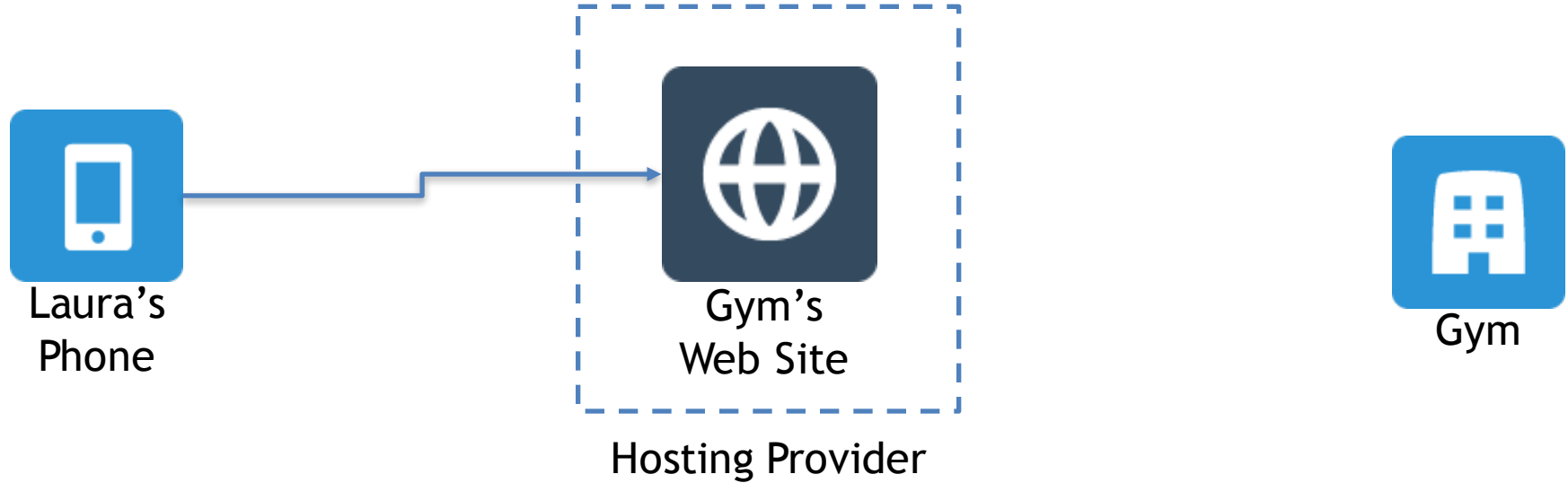


SCENARIO 1: LAURA REGISTERS FOR A CLASS AT THE GYM

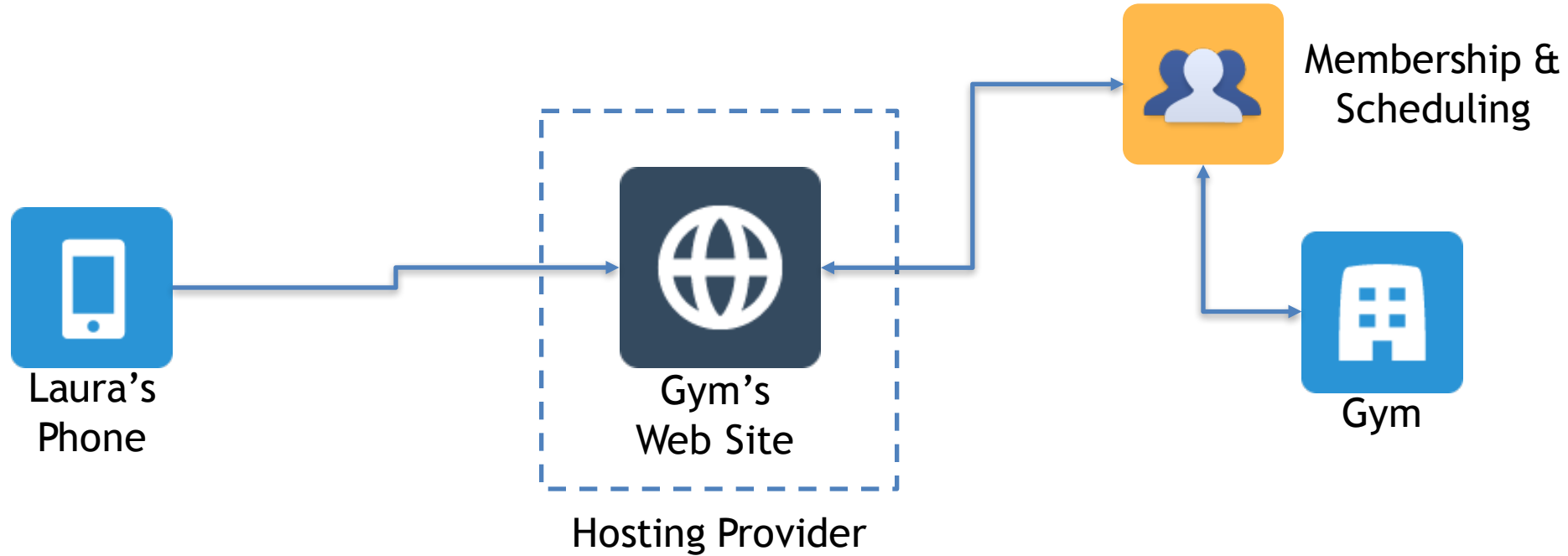
- Laura goes to the gym's website and logs in
- She views the class schedule that is hosted by a third-party booking tool
- She uses a social login to register with the booking tool (or logs in with her password since her yoga studio uses the same software)
- Laura is directed to a third party payment service embedded in the gym's website to pay for the class



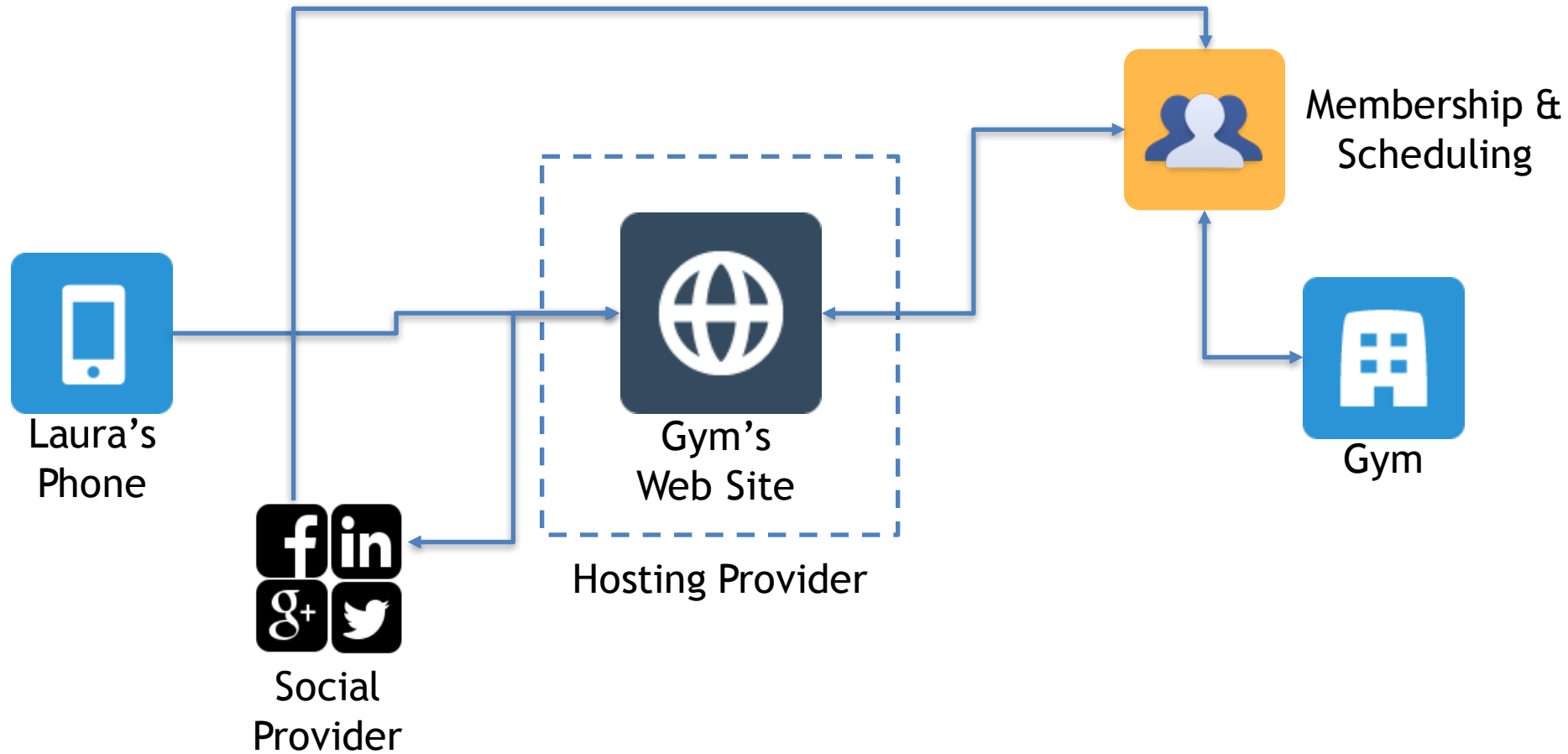
SCENARIO 1: THE GYM



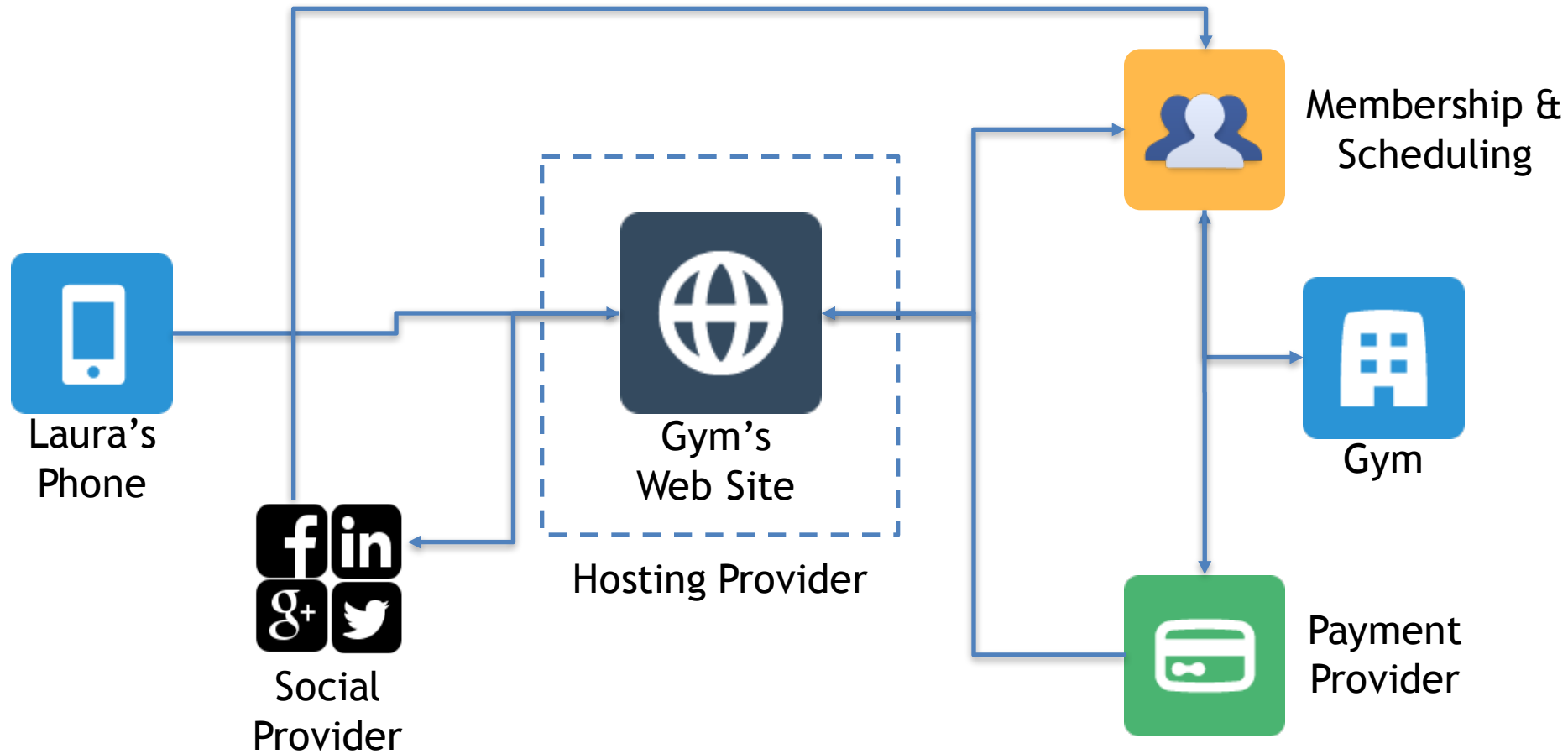
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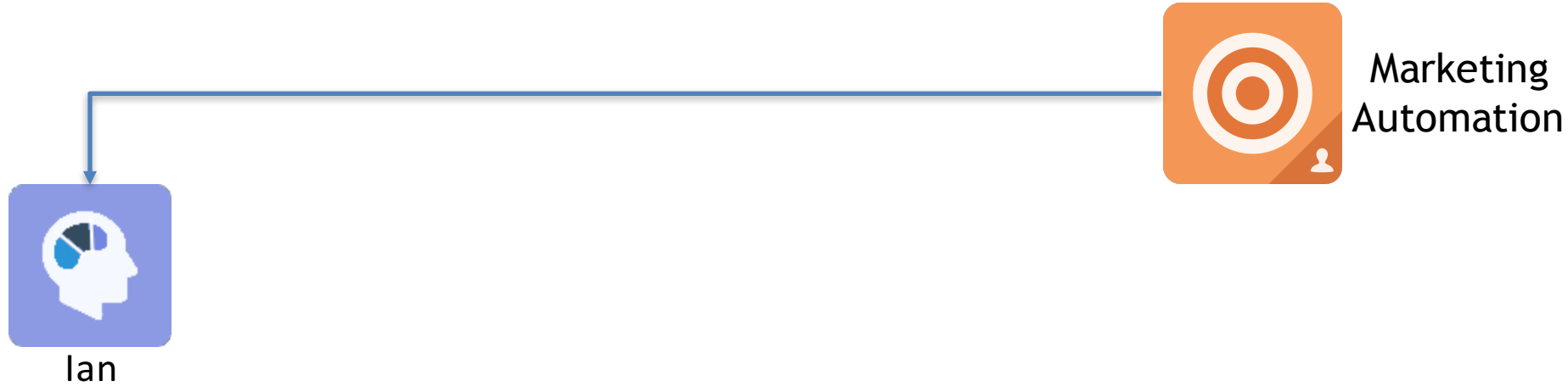
SCENARIO 1: THE GYM



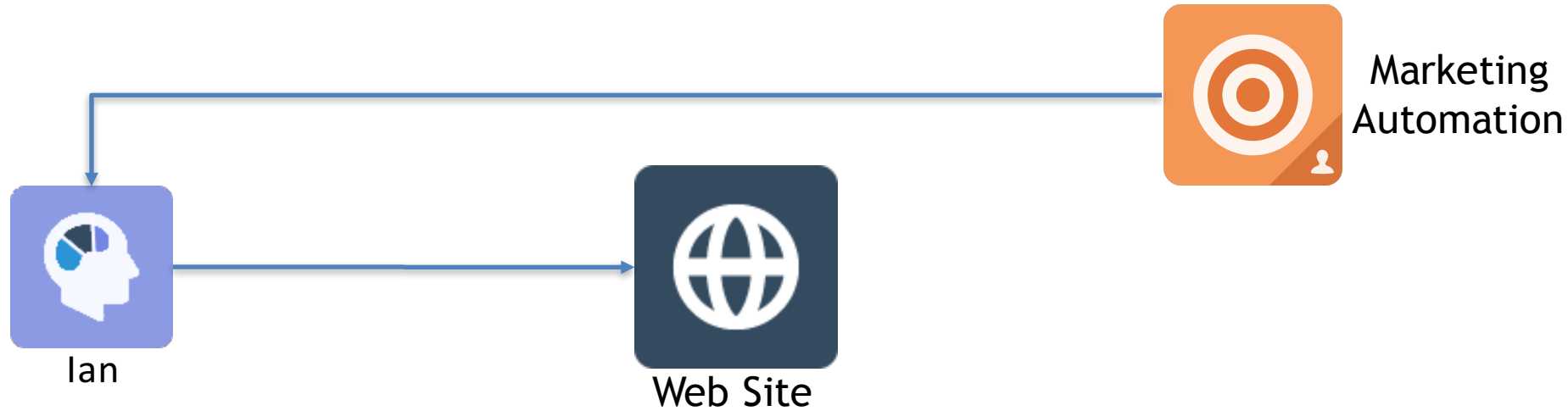
SCENARIO 2: IAN BUYS FANCY SOCKS

- Ian goes to his favorite sock boutique website
- He browses the different collections and puts some items in his shopping cart
- Ian goes to check out and enters a promo code from the snail mail catalog he received
- Ian completes his purchase using the boutique's in-house payment system

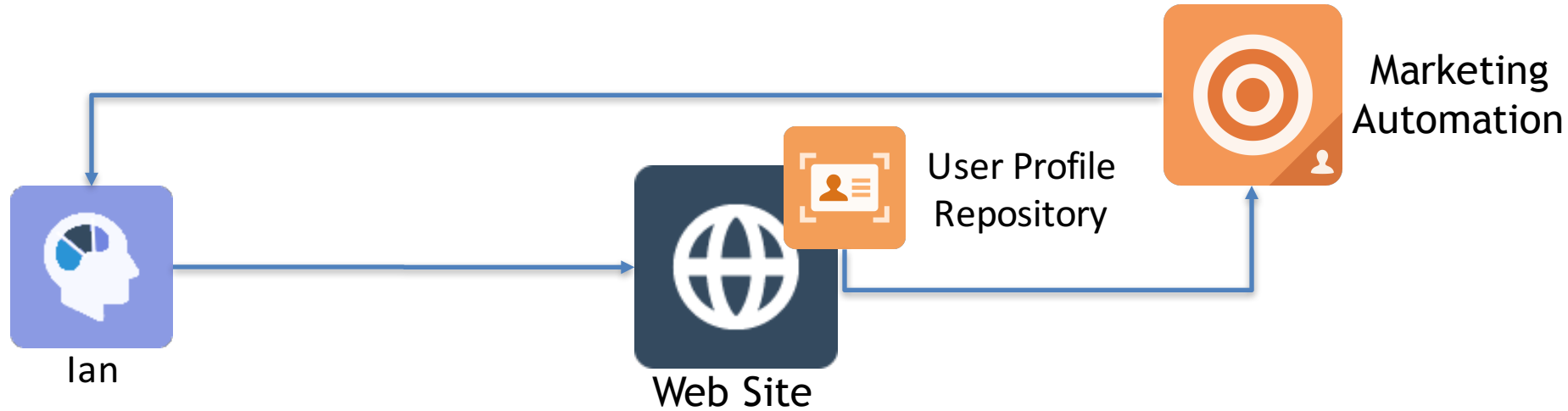
SCENARIO 2: IAN'S SOCKS



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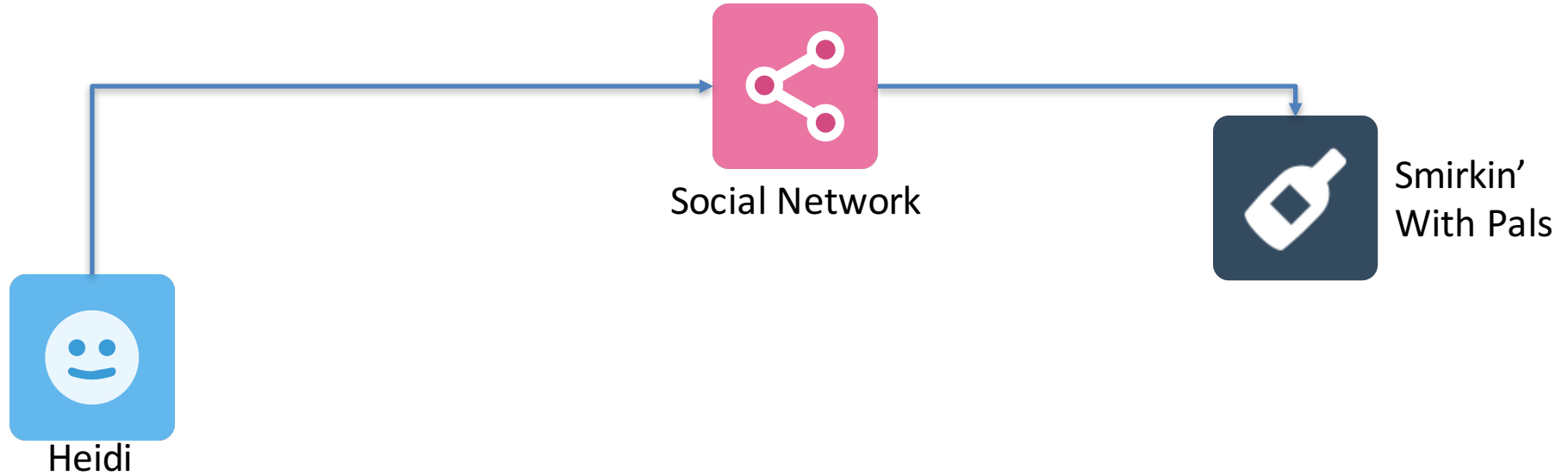
SCENARIO 3: HEIDI DONATES TO HER FAVORITE CHARITY

- Heidi receives an email from one of her favorite local drinking establishments asking for donations due to a rise in rent
- Without giving much thought as to how the establishment got her email address, she quickly clicks on the link to donate
- The link takes her to a wholly separate third party site to process the donation, which she makes via Paypal
- A week later, Heidi attends a fundraiser in person at the establishment and is greeted by name and the owner personally approaches her and makes an aggressive appeal for additional donations

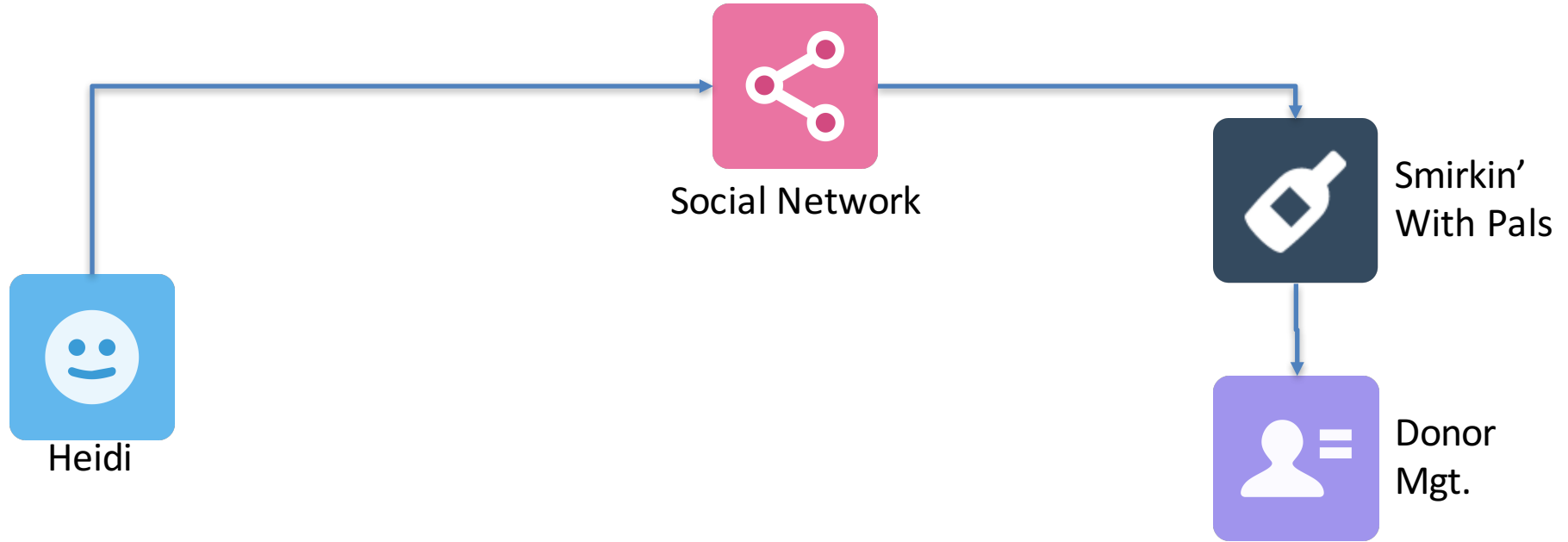
SCENARIO 3: HEIDI DONATES TO HER FAVORITE CHARITY

- Ian to add diagram showing what's discussed on last slide
- Items in graphic:
 - Social network
 - Donor management system
 - Payment system
 - “like” feeds to owner and charity

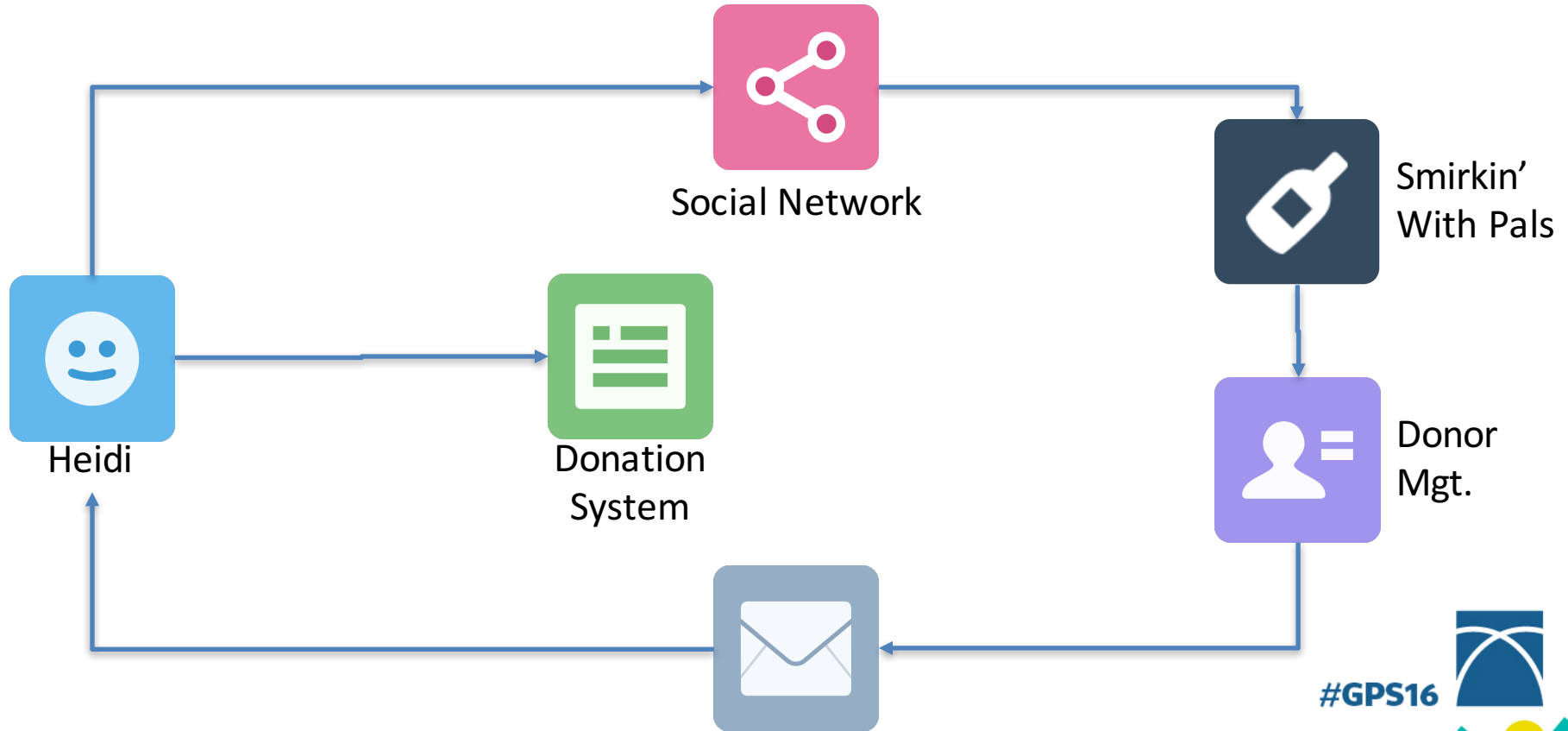
SCENARIO 3: DONATING TO CHARITY



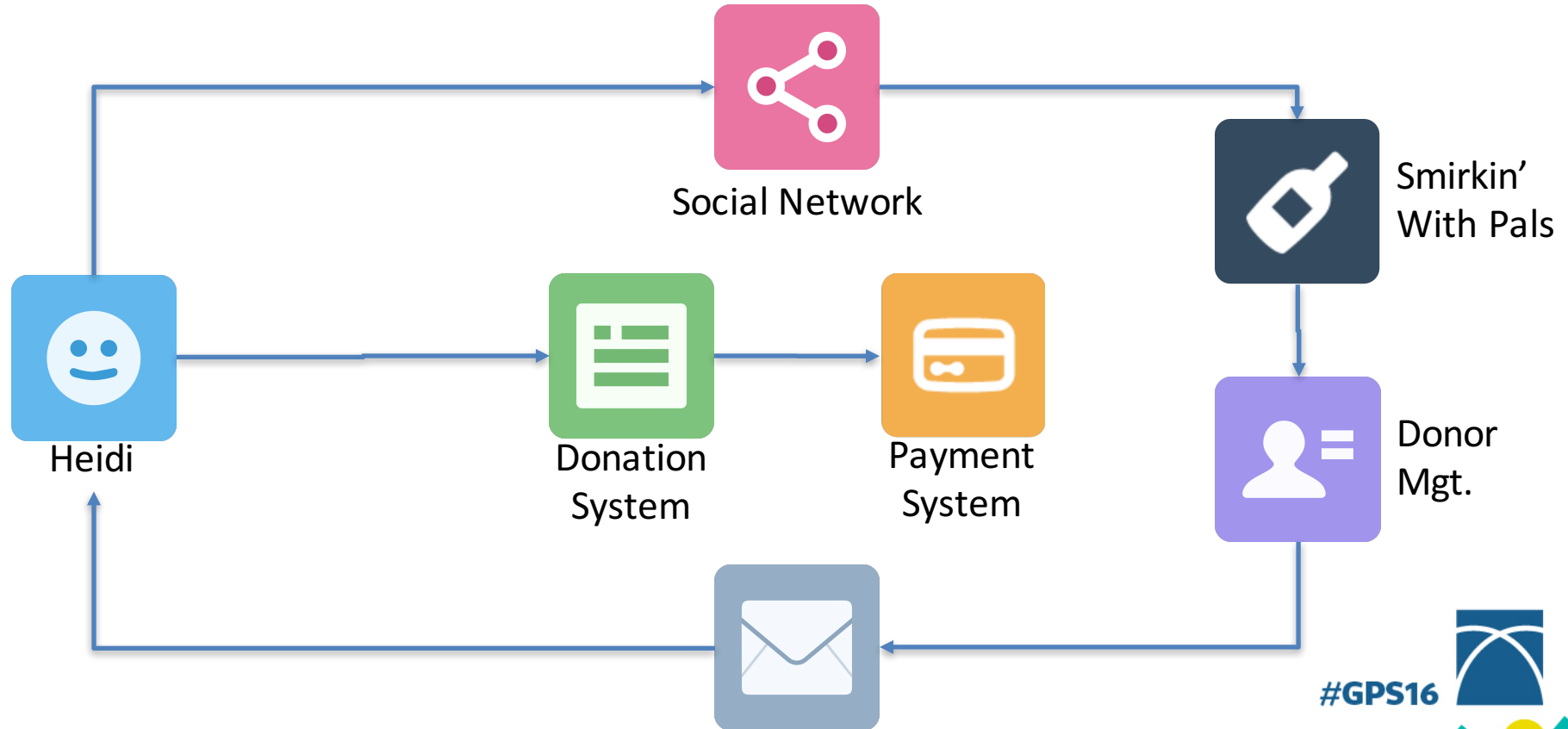
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CONSIDERATIONS FOR CONSUMER-FACING PARTIES

- Customer experience
 - Notice and consent
 - Online/offline association
- Data disclosure/minimization
- Vendor security and access
- Compliance

CONSIDERATIONS FOR THIRD-PARTY VENDORS

- What data is being passed/collected?
 - More than necessary?
- Security in data transmission
- Compliance

HOW DID THINGS GO? (WE REALLY WANT TO KNOW!)

Did you enjoy this session? Is there anyway we could make it better? Let us know by filling out a speaker evaluation.

- Start by opening the IAPP Events mobile app.
- Select this session and tap “Click the following link for speaker evaluations.”
- Once you’ve answered all three questions, tap “Done” and you’re all set.
- Thank you!

