

Join us for the County of Santa Clara's 4th Annual Data Privacy Day

Smart Communities: Digital Connections and Privacy Protection

Date and Time

January 26, 2022: 10am - 12pm PST

Virtual Event Registration

This virtual event is open to employees and members of the public. Please RSVP using our [Zoom Link](#).

For any questions, please contact the Privacy Office at: PrivacyOffice@ceo.sccgov.org



Background

Across the globe, governments are increasingly adding sensors to streets, sidewalks, buildings, and public spaces to make them connected and “smart.” In this context, “Smart Communities” are cities, counties, and other entities that leverage technology such as the internet, artificial intelligence, big data, and similar technologies to understand and connect services for constituents.

From connected traffic lights that monitor roads for cars and pedestrians, to real-time computer modeling to improve decisions related to infrastructure and resource deployment, Smart Communities have the potential to improve outcomes for residents. However, there are potential costs as well, particularly because Smart Communities need large volumes of data, including personal information, to operate and drive insights.

The potential benefits and privacy impacts of Smart Communities makes them an ideal topic for the Privacy Office to focus on at its 4th Annual Data Privacy Day virtual event. The event will feature two panels of experts from a variety of relevant backgrounds discussing these issues along with the benefits and tradeoffs of Smart Communities and the privacy concerns they may engender. The first panel will provide an overview of the fundamentals of smart technology for beginners and experts alike; while the second panel will take on a forward-looking perspective that aims to look at the role of smart technologies in the future and how we can leverage technology solutions while preserving personal privacy and public trust.



COUNTY OF SANTA CLARA
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privacy.sccgov.org

This Year's Speakers and Panelists:

- Joe Simitian, County Supervisor – County of Santa Clara (Opening Remarks)
- Jael Makagon, Senior Privacy Analyst– County of Santa Clara (Remarks and Panelist Introductions)
- Aaron Deacon, Managing Director – Kansas City Digital Drive (Moderator)
- Rob Lloyd, Chief Information Officer – City of San Jose (Moderator)
- Brian Ray, Professor – Cleveland Marshall College of Law
- Kelsey Finch, Senior Counsel – Future of Privacy Forum
- Lilian Edwards, Professor – Newcastle Law School
- Katrina Destrée, Director of Privacy – Kuma LLC
- Jacqueline Lu, President and Co-Founder – Helpful Places
- Jigyasa Sharma, Program Manager – US Ignite
- Ben Green, Assistant Professor – Gerald R. Ford School of Public Policy, University of Michigan
- Nicole Stephensen, Managing Director – Ground Up Consulting

Members of the International Association of Privacy Professionals (IAPP):

For this event, two Continuing Privacy Education (CPE) credits will be offered to IAPP CIPP/US, CIPP/E, CIPM, and CIPT certification holders.

Attendees are welcome to self-submit their CPE credits at (after logging in): <https://iapp.org/certify/cpe-submit/>

Members of the Health Care Compliance Association (HCCA):

To request Continuing Education Units (CEU), attendees are welcome to self-submit by navigating to the CEU page and completing the “Submit an Individual Accreditation Application (after logging in):

<https://www.hcca-info.org/certification/continuing-education-units-ceus/add-ceus>

