

The County of Santa Clara  
Privacy Office Presents:  
4th Annual Data Privacy Day 2022  
SMART COMMUNITIES:  
DIGITAL CONNECTIONS AND PRIVACY PROTECTION  
January 26, 2022  
10am – 12pm PST  
By Online Webinar





# The County of Santa Clara Privacy Office 4th Annual Data Privacy Day 2022

## *Smart Communities: Digital Connections and Privacy Protection*

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The County of Santa Clara's Privacy Office invites you to join us for our 4th Annual Data Privacy Day. 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 and electricity meters 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 run. To learn more about this topic, the Privacy Office will focus on Smart Communities during its 4<sup>th</sup> annual Data Privacy Day event. Our exciting lineup of expert panelists will discuss these issues along with the benefits and tradeoffs of Smart Communities and the privacy concerns they may engender.

### Agenda

#### **10:00am – 10:05am:**

*Welcome and Introductions by County of Santa Clara Board Supervisor, Joe Simitian as introduced by County of Santa Clara Chief Privacy Officer, Mike Shapiro*

#### **10:05am – 10:15am:**

*Opening Remarks by County of Santa Clara Chief Privacy Officer, Mike Shapiro*

#### **10:15am – 11:00am:**

*Moderated Panel 1: "Smart Communities: Fundamentals and Privacy Impacts"*

#### **11:00am – 11:45am:**

*Moderated Panel 2: "Smart Communities in Practice: Preserving Privacy Now and in the Future"*

#### **11:45am – 11:55am:**

*Questions & Answers*

#### **11:55am – 12:00pm:**

*Closing Keynote, County of Santa Clara Chief Privacy Officer, Mike Shapiro*



# Speaker & Panelist Biographies

## Joe Simitian, Supervisor – County of Santa Clara



Supervisor Joe Simitian was elected to the Santa Clara County Board of Supervisors in 2012. He represents the Fifth District, which includes Cupertino, Los Altos, Los Altos Hills, Mountain View, Palo Alto, Saratoga, Stanford, and portions of Sunnyvale and San Jose. Supervisor Simitian's public service over the years includes stints as a member of the California State Senate, the California State Assembly, Mayor of Palo Alto, President of the Palo Alto School Board, as well as an earlier term on the Santa Clara County Board of Supervisors. He served as an election observer/supervisor in El Salvador and Bosnia and participated in refugee relief and resettlement efforts in Albania and Kosovo. Supervisor Simitian's legislative record related to Privacy is well known by those in the field and includes California's Data Breach Notification Law and Online Privacy Protection Law of 2003. While in the California State Senate he served as the chair of the Select Committee on Privacy. On the Board of Supervisors, Supervisor Simitian serves as Chair of the Health and Hospital Committee and Vice Chair of the Housing, Land Use, and Transportation Committee.

## Mike Shapiro, Chief Privacy Officer – County of Santa Clara



As Chief Privacy Officer for the County of Santa Clara, Mr. Shapiro brings a wide range of experience across the information privacy life cycle. In the consulting world, he excelled in leading government and industry professional teams advising clients on the most pressing privacy matters from new program development and data breach preparedness to privacy training and compliance. With approximately 2 million residents and 22,000 County government employees in the heart of Silicon Valley, he is working to create an enterprise privacy program in support of constituent and employee privacy alike. Building upon the County's exceptional growth in technology and economic development, he has worked to build a Privacy Center of Excellence (COE) to discuss the latest privacy threats and solutions, socialize best practices, and strive to balance responsible information sharing with privacy protections. Mr. Shapiro has also participated in panel discussions and initiatives involving Smart communities and surveillance technology, consumer privacy, modern contact tracing techniques during pandemics, and elections privacy and security issues.



## Aaron Deacon, Managing Director – KC Digital Drive



Mr. Deacon is the founder and managing director of KC Digital Drive, a nonprofit civic organization with a mission to make Kansas City a digital leader. He works with mayors, entrepreneurs and civic leaders in Kansas City and around the world to help build ecosystems that connect infrastructure, emerging technology and social impact. He combines a high-level strategic approach with boots-on-the-ground project implementation and management in smart cities, civic tech, digital inclusion, digital health, and education. Through KC Digital Drive, Mr. Deacon helps to lead the Code for KC Brigade, the Health Innovation Team, and the KC Coalition for Digital Inclusion. Mr. Deacon is a founder and producer of the Gigabit City Summit, an annual conference on how cities build value on technology infrastructure. He also leads Kansas City's participation in a number of global initiatives including US Ignite, NIST's Global City Teams Challenge, the IEEE Smart City Initiative and the MetroLab Network.

## Rob Lloyd, Chief Information Officer – San Jose City



Mr. Lloyd is the Chief Information Officer for the City of San José, California, directing the diverse civic technology portfolio for the nation's tenth largest municipality. The City organization consists of 7,000 employees and carries a \$5 billion total budget, all serving over one million residents and 85,000 businesses in the heart of Silicon Valley. The City's quest is to be as innovative as the community it serves, including leading work in customer experience technologies, engagement through data, security, and digital privacy. Over two decades, Mr. Lloyd has held C-level roles in the technology, government, and utilities sectors in California, Arizona, Oregon, and Colorado. His teams have earned over 30 national honors for customer engagement, attaining operational excellence through technology, and for innovative service delivery.

## Brian Ray, Professor – Cleveland Marshall College of Law



Professor Ray has extensive experience in information governance, cybersecurity, and data privacy. He co-founded and directs the Center for Cybersecurity and Privacy Protection and edits the Center-sponsored SSRN Cybersecurity, Data Privacy and eDiscovery eJournal. His research focuses on security and privacy regulation, national and international jurisdiction over data, and data governance, collection and use policies at



the municipal, county and state levels. In 2016 Ohio Attorney General Mike DeWine appointed Professor Ray to the CyberOhio Advisory Board. He co-chairs the Northeast Ohio CyberConsortium's Workforce Development Committee and is a member of the Sedona Conference's Data Security and Privacy Liability Working Group.

Ben Green, Assistant Professor – Gerald R. Ford School of Public Policy – University of Michigan



Mr. Green is a Postdoctoral Scholar in the Michigan Society of Fellows and an Assistant Professor in the Gerald R. Ford School of Public Policy. He holds a PhD in Applied Mathematics, with a secondary field in Science, Technology, and Society, from Harvard University. Mr. Green studies the social and political impacts of government algorithms, with a focus on algorithmic fairness, human-algorithm interactions, and AI regulation. His book, *The Smart Enough City: Putting Technology in Its*

*Place to Reclaim Our Urban Future*, was published in 2019 by MIT Press. Mr. Green is also an Affiliate at the Berkman Klein Center for Internet & Society at Harvard.

Nicole Stephensen, Managing Director – Ground Up Consulting



Ms. Stephensen is Managing Director of Ground Up Consulting, a boutique firm she established in 2011. There, she provides privacy program management and acculturation services to government, industry and not-for-profit sectors. With two decades in the privacy profession, Ms. Stephensen is a globally recognized speaker about privacy and its interface with information security, risk management,

ethics and trust. She is also a subject matter expert and guest lecturer for tertiary programs in Australia and abroad. Ms. Stephensen is a leading member of the International Association of Privacy Professionals (IAPP) and chairs the IAPP's KnowledgeNet Chapter for Queensland. Prior to its incorporation into the larger IAPP in 2019, Nicole was a founding member of the International Association of Privacy Professionals ANZ Chapter (iappANZ) where she sat for three consecutive terms on the Board. She is an Advisory Board member for the Centre for Data Leadership, an initiative of the Smart Cities Council of Australia-New Zealand (SCCANZ) and was the SCCANZ 2020 Leadership Award winner for her work in privacy strategy and program management in Australian local governments. Ms. Stephensen additionally lends her privacy expertise to the digital policy arena – focusing on matters affecting children and young people, such as minimizing digital footprints and improving online safety.



## Kelsey Finch, Senior Counsel – Future of Privacy Forum



Ms. Finch is Senior Counsel at the Future of Privacy Forum (FPF), focusing on smart cities and communities, de-identification, and other select projects. She leads FPF's Smart Privacy for Smart Cities project, under a grant from the National Science Foundation. Ms. Finch also runs FPF's Smart Cities and Communities Working Group and serves as an expert and thought leader helping individuals, local communities, and technology providers leverage the benefits of a data-rich society while minimizing threats to individual privacy and civil liberties. Recently she worked with the City of Seattle to develop an Open Data Risk Assessment to support the City's public release of civic data in privacy-preserving ways. Her work has been published in the Cambridge Handbook of Consumer Privacy, the Fordham Urban Law Journal, and the Santa Clara Law Review. Before coming to FPF, Ms. Finch was an inaugural Westin Fellow at the International Association of Privacy Professionals, where she produced practical research on a range of privacy topics and edited the FTC Privacy Casebook. She is a graduate of Smith College and the Benjamin N. Cardozo School of Law, with a concentration in Intellectual Property and Information Law.

## Jacqueline Lu, President and Co-Founder – Helpful Places



Ms. Lu is the President and Co-Founder of Helpful Places. Helpful Places is a mission-driven start-up she founded to explore implementation pathways and coalition building to advance the adoption of DTPR, an open-source "system-to-people" communication standard for technology that enables agency for people in the real world. Previously, Ms. Lu was Director of Digital Integration at Sidewalk Labs, an urban innovation company that was working on a "smart city" proposal in Toronto, Canada, where she led incorporating innovation objectives, technology policy and data ethics into the company's approach to urban development projects. She served as the inaugural Director of Data Analytics at New York City's Department of Parks & Recreation, where she founded the agency's data science team and open data program, sparking the agency's shift to data-informed operations through projects such as exploring the re-use of mobile phone and fleet telemetry data, and leading a "smart bench" pilot that was the first use case for NYC's IoT Guidelines. Ms. Lu also spearheaded the largest participatory street tree mapping project in U.S. history, culminating in a digital platform enabling the collaborative management of NYC's urban forest.



## Katrina Destrée, Director of Privacy – KUMA LLC



Ms. Destrée is Director of Privacy at KUMA LLC, a global privacy and security consulting company to public and private sector organizations. She is a Certified Information Privacy Professional/Europe (CIPP/E) with sector expertise in telecoms and financial services in both the US and Europe. She advises a major financial institution in Silicon Valley on operationalizing privacy through Privacy Impact Assessments of new services, systems, and vendors. She also champions Privacy by Design through internal and external stakeholder engagement. Ms. Destrée is a member of the NIST GCTC Cybersecurity and Privacy Advisory Committee, a key partner for GCTC's annual Smart Secure Cities and Community Challenge. Previously, Ms. Destrée lived in Belgium where she held management positions in regulatory affairs and sustainability, including as Director of Sustainability and Stakeholder Engagement at Nokia and board member of the Global Enabling Sustainability Initiative, responsible for sector-level sustainability communications with UN agencies, multilateral organizations, EU Institutions, and media outlets. She holds a Master of Arts degree from the Fletcher School of Law and Diplomacy at Tufts University in Boston and a Bachelor of Arts degree from the California Polytechnic State University in San Luis Obispo.

## Lilian Edwards, Professor – Newcastle Law School



Professor Edwards is a leading academic in the field of Internet law at Newcastle Law School. She has taught information technology law, e-commerce law, privacy law and Internet law at undergraduate and postgraduate level since 1996 and been involved with law and artificial intelligence (AI) since 1985. She worked at the University of Strathclyde from 1986–1988 and the University of Edinburgh from 1989 to 2006. She became Chair of Internet Law at the University of Southampton from 2006–2008, and then Professor of Internet Law at the University of Sheffield until late 2010, when she returned to Scotland to become Professor of E-Governance at the University of Strathclyde, while retaining close links with the renamed SCRIPT (AHRC Centre) at the University of Edinburgh. She resigned from that role in 2018 to take up a new Chair in Law, Innovation and Society at Newcastle University. She also has close links with the Oxford Internet Institute. She is the editor and major author of *Law, Policy and the Internet*, one of the leading textbooks in the field of Internet law (Hart, 2018). She won the Future of Privacy Forum award in 2019 for best paper ("Slave to the Algorithm" with Michael Veale) and the award for best non-technical paper at FAcT\* in 2020, on automated hiring. In 2004 she won the Barbara Wellberry Memorial Prize for work on online privacy where she invented the



notion of data trusts, a concept which ten years later has been proposed in EU legislation. She is a partner in the Horizon Digital Economy Hub at Nottingham, the lead for the Alan Turing Institute on Law and AI, and a fellow of the Institute for the Future of Work. At Newcastle, she is the theme lead in the data NUCore for the Regulation of Data. She currently holds grants from the AHRC and the Leverhulme Trust. Professor Edwards has consulted for inter alia the EU Commission, the OECD, and WIPO. Professor Edwards co-chairs GikII, an annual series of international workshops on the intersections between law, technology and popular culture.

Jigyasa Sharma, Program Manager – US Ignite



Ms. Sharma is a Smart Communities Program Manager at US Ignite. She works with US Ignite communities on innovation districts, privacy, cybersecurity, data governance, equity, and community engagement. She also manages Project OVERCOME and leads a peer working group on Innovation Challenges and Prize Competitions. Ms. Sharma is an experienced economics and policy professional with extensive experience working with non-profits and governments in the US, Singapore, India, and Indonesia. Before US Ignite, she worked with the Lee Kuan Yew School of Public Policy (LKYSPP) in Singapore. Ms. Sharma received her Bachelor's degree from the University of Delhi, India in Economics, a Master's Degree in Applied Economics from the National University of Singapore, and a second Master's Degree in Public Policy from the University of California, Berkeley.



This event is brought to you by the County of Santa Clara Privacy Office:



COUNTY OF SANTA CLARA  
**PRIVACY OFFICE**

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*The Privacy Office will be sending you a survey following the event (respondents will remain anonymous of course). Please take a few moments to let us know how we did, so that we can make future events even better!*



**Member of the International Association of Privacy Professionals (IAPP)?** For this event, two (2.5) 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/>



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