

EU-U.S. DPF, UK Extension to the EU-U.S. DPF, and Swiss-U.S. DPF Arbitrator

Laura Clark Fey
Fey LLC

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| Current Employer-Title | Fey LLC – Principal University of Kansas School of Law – Adjunct Professor (Global Data Protection in the Age of AI) Baylor Law School – Adjunct Professor (International Issues) |
| Profession | One of the first 27 U.S. attorneys recognized as Privacy Law Specialists (IAPP) and a member of the inaugural class of IAPP Fellows of Information Privacy, leads Fey LLC, a global data privacy and information governance law firm. Laura assists multinational and U.S. organizations in developing and implementing practical solutions to their unique data privacy, AI, and information governance challenges, and teaches global data privacy and AI law classes at the University of Kansas School of Law and Baylor Law School. |
| Work History | Principal, Fey LLC Attorneys at Law, 2014 - Present; Adjunct Professor, University of Kansas School of Law, 2020 - Present; Adjunct Professor, Baylor Law School, 2020 – Present; Partner, Daley & Fey (formerly Daley Crowley), 2009 - 2014; Associate-Equity Partner/Litigation and Trial Attorney, Shook, Hardy & Bacon, 1996 - 2009; Associate, Polsinelli, White, Vardeman & Shalton, 1995 - 1996; Trial Attorney, U.S. Department of Justice, Honor’s Program, 1992 - 1995. |
| Experience & Expertise in U.S. Privacy Law and EU Data Protection Law and, As Appropriate, Any Other European Data Protection Law | Since leaving her litigation and trial practice in 2008, Laura has been assisting multinational and U.S. corporations in many different industries (including but not limited to insurance; banking; healthcare; technology, including FinTech; architecture, engineering, and construction; retail; manufacturing; energy, telecommunications, and public utilities; chemical; food and beverage; and travel) address a wide variety of EU and global privacy challenges and issues. Her work has included conducting company-wide global privacy and cybersecurity compliance assessments and developing phased compliance and risk remediation recommendations; assisting employees in different business units in implementing relevant global privacy obligations; drafting privacy policies, cookie notices, and notices at collection; reviewing, drafting, and negotiating data processing agreements and data transfer agreements; conducting privacy impact assessments; analyzing and addressing issues relating to consent and other lawful bases of processing; preparing data subject request checklists and workflows; drafting responses to data subject rights requests and complaints; drafting and assisting with |

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the implementation of risk-based third-party service provider selection, contracting, and monitoring procedures; providing security incident and data breach guidance; preparing data breach notifications to be provided to individuals and regulators; developing data protection and privacy training materials and FAQs; and conducting data protection and privacy training sessions.

Laura has taught global data protection and privacy law courses at both the University of Kansas Law School and Baylor Law School since 2020.

Experience & Training in Alternative Dispute Resolution

Laura has had significant experience engaging in alternative dispute resolution activities on behalf of clients. Throughout her 15-year privacy focused practice, she also has devoted considerable time to assisting employees with very different perspectives in different corporate business units resolve internal differences concerning data protection, privacy, and information governance goals, strategy, and tactics and develop solutions that are in the best interests of the business, the business' customers, and other stakeholders.

Professional Licenses

Admitted to the Bar: Kansas, 1992; Missouri, 1996.

Professional Associations

International Association of Privacy Professionals (Kansas City KnowledgeNet Co-Chair); International Association of Defense Counsel; DRI (Past Chair, Cybersecurity and Data Privacy Committee); DRI Center for Law & Public Policy (Chair, Data Privacy and Security Working Group; Member, AI Working Group).

Education

University of Kansas School of Law (J.D., 1992); University of Kansas (B.S., Journalism, with Distinction, 1989).

Languages

English

Publications, Speeches & Testimony

Select Presentations:

Speaker, *AI Accountability: Legal and Ethical Obligations in Implementing AI Solutions*, Institute of Management Accountants, Boston Chapter, April 11, 2024;
Moderator, *Women Leading Privacy: Developing Strong, Innovative Privacy Programs*, IAPP KnowledgeNet-Kansas City Area, March 29, 2024;
Speaker, *Byte Sized Ethics: Choosing and Using "Just Right" Legal AI Tools*, 2024 Insurance Coverage and Claims Institute, Defense Research Institute, Chicago, IL, March 15, 2024;
Co-Speaker, *AI and Legal Ethics*, Baylor Law School LL.M. Webinar Series, February 28, 2024;
Co-Speaker, *How AI is Transforming the Practice of Law: Use Cases, Legal and Ethical Risks, and Best Practices*, Rhode Island Defense Counsel Meeting, February 27, 2024;

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Co-Speaker, *Ethical Duties When Using Generative AI*, Consilio Advanced Learning Institute, January 24, 2024;

Co-Speaker, *Generative AI in Legal Practice*, Baylor Law School, Waco, Texas, January 10, 2024;

Co-Speaker, *How AI is Transforming the Practice of Law: Use Cases, Legal and Ethical Risks, and Best Practices*, New Mexico Defense Lawyers Association, September 22, 2023;

Speaker, *Surge in Privacy and Security Class Actions: Recent Trends and Risk Reduction Recommendations*, IAPP KnowledgeNet Kansas City Metro Area June 29, 2023;

Speaker, *Privacy & Cybersecurity Update: Evolving Social Engineering and Ransomware Threats and Privacy Class Action Litigation Trends*, 35th Annual Corporate House Counsel Institute Kansas City Metropolitan Bar Association, June 28, 2023;

Speaker, *Winter is Coming: 10 Steps Organizations Should be Taking Now to Prepare to Meet Their Obligations Under Expansive, New Privacy Laws that Go into Effect on January 1*, Association of Corporate Counsel - MidAmerica, September 28, 2022;

Co-Presenter, *Responding to Data Breaches*, Association of Corporate Counsel, SaaS Subcommittee Webinar, July 28, 2022;

Panelist, *Discovery/Pre-Breach Expert Q&A*, Baylor Law's Executive LL.M. Litigation Management, January 10, 2022;

Speaker, *Privacy, Cybersecurity, and Data Breach Response: Legal and Ethical Obligations, Risks, and Recommended Practices*, KCMBA 33rd Annual Corporate House Counsel Institute, Webinar, November 17, 2021;

Speaker, *Global Data Protection and Privacy 101: Key Obligations, Risks, and Recommended Compliance Obligations*, IMA Joplin Tri-State Chapter, Webinar, June 25, 2021;

Speaker, *Data Privacy 101: The Impact of Rapidly Changing Global Data Privacy Laws on Businesses, Nonprofits, and You*, University of Missouri-Kansas City School of Law, April 14, 2021;

Panelist, *Data Privacy in the U.S. and EU After Schrems II: Ensuring Compliance with Data Transfers Between the EU and U.S.*, Strafford Publications, Webinar, March 17, 2021;

Speaker, *2020 Update on Data Protection and Privacy Laws, Trends, and Compliance Recommendations*, Association of Corporate Counsel, Mid-America Chapter, Webinar, May 13, 2020;

Panelist, *2020 Risks, Trends and Predictions*, Lockpath Webinar, December 11, 2019;

Panelist, *Ethics & Compliance Virtual Conference*, Navex Webinar, October 22, 2019;

Speaker, *Lessons Learned from Recent Data Breaches and 10 Critical Steps to Reduce Your Organization's Risk of Becoming the Next Data Breach Victim*,

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Association of Corporate Counsel, Mid-America Chapter, Omaha, Nebraska, October 9, 2019;
Panelist, Data Privacy Trends and Predictions, Lockpath Webinar, September 26, 2019;
Panelist, Data: Here, There, Everywhere? Operationalizing Strategies for Managing Data to Meet Data Protection Compliance Obligations, IAPP Privacy. Security. Risk. Conference, Las Vegas, Nevada, September 25, 2019;
Panelist, Complying with Evolving Privacy Requirements, Compliance & Ethics Forum for Life Insurers, Annual Conference, Nashville, Tennessee, September 12, 2019;
Speaker, Recent Developments in U.S and Global Privacy Laws, Kansas Women Attorneys Association, Annual Conference, Lindsborg, Kansas, July 18, 2019;
Panelist, The GDPR Turns One: A Look Back and Forward, DRI International Seminar, Hot Topics in International Dispute Resolution, Paris, France, June 18, 2019;
Speaker, Recent Developments in U.S and Global Privacy Laws, Recent Developments in the Law CLE, University of Kansas School of Law, Lawrence, Kansas, May 22, 2019;
Speaker, Cybersecurity and Privacy: A Current Legal Perspective on Data Privacy, Cybersecurity, and EU Regulations, American Accounting Association, Accounting Information Systems Bootcamp, Atlanta, Georgia, May 21, 2019;
Panelist, Data Privacy and Developing Regulations, Conduent Webinar, May 15, 2019;
Speaker, Recent Developments in U.S and Global Privacy Laws, SecureWorld Kansas City, Overland Park, Kansas, May 8, 2019;
Guest Lecturer, Recent Developments in U.S and Global Privacy Laws, Baylor Law School, Waco, Texas, May 7, 2019;
Guest Lecturer, Impact of the GDPR on Cross-Border eDiscovery Activities, University of Missouri-Kansas City School of Law, Kansas City, Missouri, April 23, 2019;
Panelist, Navigating Privacy Considerations and Cyber Security Risks in a Cloud-Based Environment, Compliance Week, 4th Annual Third-Party Risk Management & Oversight Summit, New York, New York, March 26, 2019;
Speaker, Global Privacy Challenges, University of Kansas School of Law, Lawrence, Kansas, January 29, 2019;
Speaker, The GDPR and KC: The Impact of the European Union's General Data Protection Regulation on Kansas City Entities, Institute of Management Accountants, Kansas City Chapter, Kansas City, MO, October 26, 2018;
Speaker, Conducting Appropriate Risk-Based Privacy and Security Risk Assessments for both Your Organization and its Third-Party Vendors, Association of Corporate Counsel, Mid-America Chapter, Omaha, Nebraska, April 11, 2018;
Speaker, What You Need to Know About the GDPR, PersoniFest, Austin, Texas, April 10, 2018;

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Speaker, *What is the GDPR?: How the European Union's New General Data Protection Regulation Affects You and Your Clients*, DRI Webinar, March 28, 2018;

Moderator, *Data Privacy Considerations in Marketing*, IAPP Kansas KnowledgeNet, Kansas City, MO, February 27, 2018;

Speaker, *Lessons Learned from Recent Data Breaches, and 10 Critical Steps to Reduce Your Risk of Becoming the Next Target*, Institute of Management Accountants, Kansas City Chapter, Kansas City, MO, February 21, 2018;

Panelist, *Ensuring Your Third Party Vendors are GDPR Compliant*, Compliance Week GDPR Readiness Summit, Chicago, IL, December 5, 2017;

Speaker, *GDPR Discussion*, Personify User Group Meeting, Washington, D.C. (participation via Webinar), November 16, 2017;

Speaker, *GDPR Discussion*, Personify User Group Meeting, Chicago, IL, November 9, 2017;

Speaker, *Third-Party Vendor Selection and Contracting: Limiting Risk under the Privacy Shield, GDPR, and Privacy Regulations Worldwide*, IAPP Denver KnowledgeNet, Denver, CO, September 27, 2017;

Speaker, *Overcoming EU GDPR Challenges at the Intersection of Privacy and Security*, 2017 Alliance Leadership Summit, Denver, CO, September 26, 2017;

Moderator, *Ask a Regulator and Prosecutor*, DRI, Cybersecurity and Data Privacy Program, Chicago, Illinois, September 8, 2017;

Speaker, *The Future of Global Privacy: Challenges in a Connected World*, DRI, Cybersecurity and Data Privacy Program, Chicago, Illinois, September 7, 2017;

Speaker, *The Countdown Begins: Preparing to Meet Substantially Increased Compliance Obligations Under the EU GDPR*, IAPP KnowledgeNet, Kansas City, Kansas, June 24, 2016;

Speaker, *GDPR Countdown: 716 Days – Will You Be Ready?*, Corporate Counsel Webinar, June 8, 2016.

For a more fulsome list of presentations, see Selected Presentations tab at <https://feyllc.com/laura-clark-fey/>.

Selected Publications:

Co-Author, *Recent EU-US DPF Adequacy Decision Provides Organizations with an Efficient, Cost-Effective Option for Transatlantic Personal Data Transfers*, Defense Research Institute, In-House Defense Quarterly, Fall 2023;

Co-Author, *Cookies May be Bad for Your Health: OCR Warns Covered Entities and Business Associates of Its Broad View of HIPAA's Applicability to Cookies, Pixels, and Other Tracking Technologies*, The HIPAA Journal, June 28, 2023;

Co-Author, *Winter is Coming: 10 Steps Organizations Should be Taking Now to Meet Their Obligations Under Expansive, New Privacy Laws*, For the Defense, Defense Research Institute, October 2022, Vol. 64, Issue 8;

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Co-Author, *Annual Privacy Policy Reviews: CCPA Compliance Obligations and Risk Reduction Benefits*, The Brief Case, Defense Research Institute, May 2022, Vol 1, Issue 3;

Co-Author, *America the Vulnerable: The Nation State Hacking Threat to Our Economy, Our Privacy and Our Welfare*, Kansas Journal of Law and Public Policy, Vol. 30, Issue 3, September 2021;

Co-Author, *Reducing Risk in the Context of Implementing Cross-Border Legal Holds and Conducting EU Cross-Border Discovery*, For the Defense, DRI – Magazine for Defense, Insurance, and Corporate Counsel, Vol. 63, August 2021;

Author, *The GDPR and You*, 2018 Missouri & Kansas Super Lawyers, December 2018;

Co-Author, *What is the GDPR?*, DRI Center for Law and Public Policy, February 26, 2018;

Co-Author, *Shielding Personal Information in eDiscovery*, Pratt’s Privacy & Cybersecurity Law Report, Vol. 1, No. 3, November/December 2015;

Co-Author, *Stormy Digital Weather Ahead: The Forecast for Cross-Border eDiscovery in the Context of Litigation and Regulatory Investigations*, International In-house Counsel Journal, Vol. 7, No. 25, Autumn 2013; and

Co-Author, *Recent Developments Regarding the Proposed EU Data Protection Regulation*, Financier Worldwide, April 2013.

For a more fulsome list of publications, see Select Publications tab at <https://feyllc.com/laura-clark-fey/>.

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