

2019 Annual Meeting Organizational Update

April 30, 2019

Jules Polonetsky, CEO

FPF in 2019

The Members and Team

175+

Companies

40+

Leading Academics

20+

Civil Society

30

Staff & Fellows

The Mission

Serve as a catalyst for privacy leadership and scholarship advancing principled data practices in support of emerging technologies

The Impact

A decade of bridging the policymaker-industry-academic gap to explore the challenges posed by technological innovation and develop privacy protections, ethical norms, and workable business practices

New Supporters (2018-2019)



HONDA



PERKINScoie



shopify



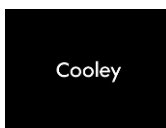
INSTRUCTURE



SONY



VIACOM



DATAVANT



DataGuidance



COVINGTON
COVINGTON & BURLING LLP



Blackboard



otonomo

Bird & Bird



BANK OF ENGLAND

NORTON ROSE
FULBRIGHT

HCL



swcop

V I O M E



Foundation, University, and Municipal Supporters



National Science
Foundation

BILL & MELINDA
GATES *foundation*



City of Seattle



ACTIONABLE INTELLIGENCE
FOR SOCIAL POLICY



ALFRED P. SLOAN
FOUNDATION



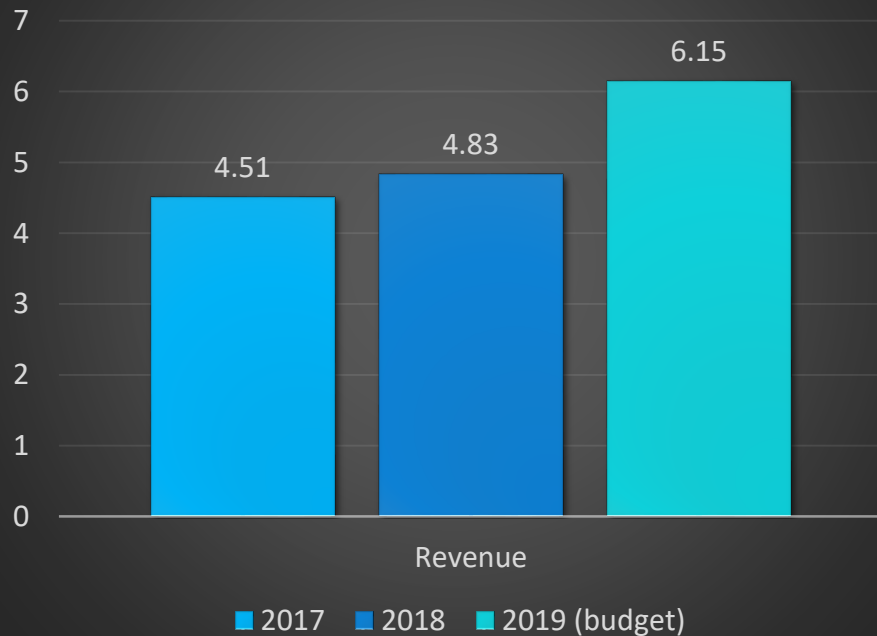
SCHMIDT **FUTURES**

Chan
Zuckerberg
Initiative 

FPF by the Numbers

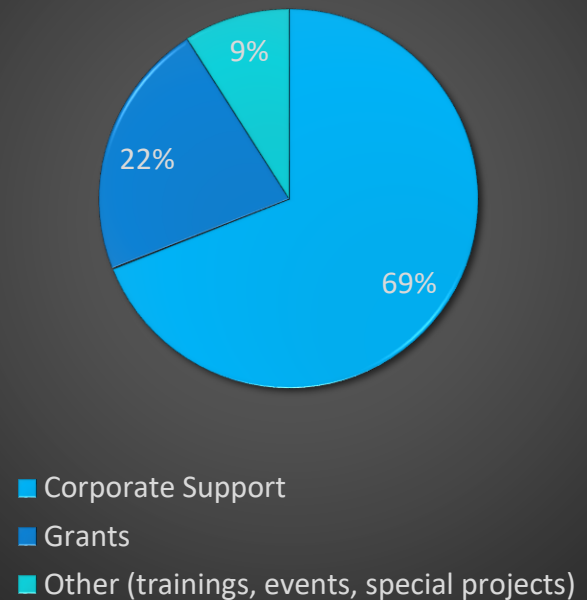
Revenue Growth

(in millions)



Revenue Distribution

(2019 projected)



Current Focus Areas

- Ad Tech and Location
- Artificial Intelligence
- Biometrics
- Connected Cars
- Disability
- EMEA
- Ethics and De-identification
- Genetics
- Health
- Internet of Things
- Mobility
- Smart Cities
- Smart Home/Toys
- Student Data

2018 Highlights: Israel

- Formalized presence in Israel with the opening of the **Israel Tech Policy Institute** as a new channel for policy debates at the cutting edge of the data economy and to serve as a policy incubator for regulation that is born digital
- Hired **Limor Shmerling-Magazanik** (formerly of Israel's Privacy Protection Authority) as ITPI's full-time Managing Director
- ITPI has hosted nearly a dozen events with key corporate, academic, and government leaders including several alongside Israel's CyberWeek
- ITPI staff have provided comment on regulatory and legislative matters and its research has been featured in local and international media
- Upcoming projects include launching **Privacy Tech Community** in June and working on an Israeli government funded report on the digitization of the provision of welfare services

2018 Highlights: Europe

- Presenting a **year-long European based educational curriculum for DPA staff** and policymakers in partnership with Vrije Universiteit Brussel
- Serving as a subgrantee on a DGConnect algorithmic awareness project intended to support and inform the **European Commission AI strategy**
- Convening monthly calls among FPF corporate leaders within Europe to discuss timely issues; recent calls featured presentations by and Q&A with senior staff at the European Data Protection Board, Council of Europe, and representatives from member countries
- Resuming annual **Brussels Privacy Symposium** in Fall 2019 around the topic of privacy and competition

2019 Strategic Priorities: Next Steps in International Expansion

- Ensure that all policy work across our various issue areas increasingly considers international law and international stakeholders with leadership/support from our regional offices
- Formalize presence in Europe through hiring of a Brussels Managing Director
- Exploring a presence in Dublin to support Ireland as center of global data protection expertise, including potentially working on Codes of Conduct; providing advanced training to develop local data protection community; and further supporting global efforts to advance principled data practices

2019 Strategic Priorities: Public Policy Leadership

- Shaping the debate over federal privacy legislation through testimony and development of impactful and strategically placed content
- Launching a **new initiative focused on education around state privacy legislation** (e.g. CCPA, Washington state)
- Each Policy Counsel and regional office regularly communicating with relevant policymakers, companies, civil society, academics and the media in their sector
- Working Groups producing content – charts, law review, blogs, white papers or other to advance goals – and regularly convening stakeholders
- Leverage **educational programming** expertise to design new offerings aimed at policymakers in the EU and US

2019 Strategic Priorities: Deliver Increased Member Value

- Creating additional geographic and sector specific **peer-to-peer engagement opportunities** for FPF members
- Developing additional high value communications – e.g. Europe newsletter updates, ad tech news/analysis, student data news
- Continuing to translate complex ideas such as through our new infographic, **Personal Data and the Organization: Stewardship and Strategy**, a resource that maps the complexities of how organizations collect and use data, the opportunities and risks therein, and how privacy and ethics are increasingly central to every organization's ability to deliver on its mission

2019 Strategic Priorities: Exploring Additional Services

- Building on success of educational programs like Privacy War Games and Digital Data Flows Master Class, exploring potential new formats and focus areas for training offerings
- Partnering on “red team” and “watchdog” efforts
- With foundation support, creating and implementing a scalable model to enable **independent ethical review** for corporate data research

Thank you!



Strategic planning process beginning over the summer and we look forward to your input on where FPF should go from here