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About FPF

Future of Privacy Forum is a global non-profit organization that brings together academics, civil society, government officials, and industry leaders to evaluate the societal, policy, and legal implications of data uses, identify the risks and develop appropriate protections for the public.

“FPF’s mission is to serve as catalysts for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies. We are optimists who believe technology and data can benefit society and improve lives if the right laws, policies, and rules are in place.”

Jules Polonetsky
CEO, FPF
FPF’s Workstreams

Ad Tech
AI & Machine Learning
Federal & State Legislation
De-Identification
Ethics
Open Banking
Immersive Tech
Global
Europe
Health
Mobility & Location
Research
Digital Identity
Smart Communities
Youth & Education
DEAR FRIENDS,

It is a great pleasure to present the Future of Privacy Forum’s 2021 Annual Report. We are celebrating over a dozen years of bringing together academics, advocates, government officials, and industry leaders to evaluate the utility of data uses, the effectiveness of safeguards, and strategies to mitigate risks.

Since our founding, we have been a centrist, independent organization that creates a space for thoughtful discourse among diverse stakeholders. We are optimists who believe technology and data can benefit society and improve lives if the right policies, protections, and rules are in place.

In 2021, FPF grew its global presence, adding the FPF Asia-Pacific office to act as a trusted communication between Asia-Pacific and other regions of the world and to support regional multi-stakeholder cooperation.

FPF continued to serve as a forum for a diverse range of views and voices in 2021, providing ongoing and thorough analyses of various state and federal privacy legislation and adding notable privacy experts, including Amie Stepanovich, to the U.S. Policy team. For the second year, FPF educated policymakers and helped privacy leaders learn from peers and other experts through the second iteration of the Award for Research Data Stewardship and the 11th Annual Privacy Papers for Policymakers event. Through insightful reports and engaging workshops, FPF has continued to provide valuable analysis on complex tech and legal issues domestically and internationally.

We remain confident in the power of collaboration to integrate privacy protections with responsible data use that will improve people’s lives. We could not do this work without the committed stakeholders on our board of directors, advisory board, and corporate and foundation supporters. Thank you for your continued partnership and support.
FPF is unique in its global scope and expertise. Holding a position at the intersection of where data privacy and protection meet across many countries, FPF supports key stakeholders in understanding the global impact of data on their mission and their business. FPF’s international growth will continue into the future as the nature of data privacy and protection becomes more complex in an environment where laws and regulations are being developed and vary internationally. FPF’s stakeholders require our guidance to understand and respond to the evolving landscape. To lead this work, in 2021, FPF promoted Dr. Gabriela Zanfir-Fortuna to Vice President for Global Privacy and expanded the team with new experts focused on Europe and Asia.

**FPF ASIA-PACIFIC**

FPF launched its Asia-Pacific office in August 2021. FPF Asia-Pacific provides expertise in digital data flows and discusses emerging data protection issues in a useful way for regulators, policymakers, and data protection professionals.

FPF announced a partnership with the Asian Business Law Institute (ABLI) to support the convergence of data protection regulations and best privacy practices in the Asia-Pacific region. FPF also welcomed Malavika Raghavan as the new Senior Fellow for India. Adding an expert in India further expanded FPF’s reach in Asia to one of the key jurisdictions for the future of data protection and privacy law.

**FPF EUROPE**

In June, FPF Europe hosted its very first Dublin Privacy Symposium in cooperation with the Dublin Chapter of Women in eDiscovery. **Designing for Trust: Enhancing Transparency & Preventing User Manipulation** focused on the elements and design principles that make user interfaces clear and transparent and those that do not—what is referred to as ‘manipulative design’ or ‘dark patterns.’

In November, FPF Europe partnered with the Brussels Privacy Hub of Vrije Universiteit Brussel (VUB) to host the fifth Brussels Privacy Symposium—The Age of AI Regulation: Global Strategic Directions. The event brought diverse participants together from the EU, United States, Brazil, and Singapore to discuss the trends in the governance of Artificial Intelligence (AI), with a focus on the risks posed by AI systems to fundamental rights, while fostering their responsible development and uptake.
Other Key FPF Global Collaborations

In addition to the Asia-Pacific and Europe, FPF led data protection thought leadership on a global scale through comprehensive reports and blog posts analyzing privacy legislation in Brazil, Japan, South Korea, and Russia, to name a few.

Learn more at fpf.org/global
As technology and data underlie nearly every sector, FPF provides a forum for a diverse range of views and voices to come together and discuss the complexity of the data-driven world in which we live. We work with senior leaders of companies and organizations, civil society, academics, and policymakers to ensure the appropriate safeguards and rules allow for data to benefit society.

FPF does this through:

- **Peer to Peer Meetings** convene leaders across sectors and geographic locations and offers customized briefings and data privacy salons on late-breaking topics. FPF hosted over 40 Peer to Peer sessions in 2021.

- **Working Group Meetings** that engage deeply on the nuts and bolts of privacy issues and facilitate working in-depth with peers on workstreams around topics such as Ad Tech, Artificial Intelligence, Health, Biometrics, Immersive Tech, to name a few. FPF held 70 Working Group Meetings in 2021.

- **Bringing stakeholders together virtually** through the FPF Portal, a virtual platform that offers Q&A, discussion, Resource Libraries, and more.

- **Developing new workstreams to meet needs** on critical issues such as Open Banking, Digital Identity, and Immersive Tech.

### Bringing Diverse Stakeholders Together

**FPF Program Spotlight**

**Promoting Responsible Research Data Sharing: A Virtual Dinner Series**

As academics continued to face challenges in 2021 in gaining access to corporate data for research, FPF stepped in to bring together leaders from corporate, research, and policy communities to pave a way forward on this critical issue.

With its history of helping shape best practices in research data sharing, FPF saw an opportunity to bring diverse leaders together for a conversation to pave a way forward on this critical issue. In late 2021, we held a series of four engaging dinner-time conversations to listen and learn from the myriad voices invested in research data sharing. We explored what it will take to create a low-friction, high-efficacy, trusted, safe, ethical, and accountable environment for research data sharing. A roadmap of best practices out of this series will be launched in 2022.
Educating Key Privacy Stakeholders Across Sectors

Whether about federal or state legislation in the United States, artificial intelligence, or emerging technologies, FPF educates on developing and enhancing the responsible use of data today and in the future. FPF’s positioning is unique—we help organizations and companies worldwide navigate the ever-changing nature of data privacy and protection while ensuring its ethical and legal use.

Staying atop of Federal and State Data Privacy Legislation

With the 2021 expansion of its legislation team, FPF provides timely expert, independent analysis of privacy developments, regulations, and legislation at both the Federal and State level to help stakeholders stay informed of relevant changes and support them in being ahead of crucial developments.

FPF Experts Testify before U.S. and EU government officials

In December 2021, FPF’s Director of Legislative Research & Analysis, Stacey Gray, testified in front of the U.S. Senate Finance Subcommittee on Fiscal Responsibility and Economic Growth on consumer privacy in the technology sector. Her testimony focused on “data brokers” and explained how third-party data processing is central to many concerns around privacy, fairness, accountability, and crafting effective privacy regulation. FPF also testified on various data privacy issues in California, Maryland, Vermont, Washington, and the European Parliament.
Privacy Papers for Policymakers

FPF held its 11th Annual Privacy Papers for Policymakers in 2021. This is a marquis FPF award event that allows researchers to inject ideas into the current policy discussion, bringing relevant privacy research to the attention of the U.S. Congress, federal regulators, and international data protection agencies.

The 2021 event featured a keynote speech by Acting FTC Chairwoman Rebecca Kelly Slaughter and facilitated discussions between the winning authors—Amy B. Cyphert, Clarisse Girot, Brittan Heller, Tiffany C. Li, Kenneth Propp, Peter Swire, and Lauren H. Scholz—and leaders from the academic, industry, and policy landscape, including Elana Zeide, Anupam Chander, Joan O’Hara, Jared Bomberg, Alex Joel, and Syd Terry.

Academic scholarship is an essential resource for legislators and regulators worldwide who are grappling with the benefits and risks of data. 2021’s topics for research included COVID-19, international data flows and global regulation, ed tech, and virtual reality—all subjects thoughtful policymakers will benefit from understanding.
Lifting up and Promoting Best Practices in Support of Research Data Stewardship

Through the Award for Research Data Stewardship, a project supported by the Alfred P. Sloan Foundation, FPF recognizes and raises the profile of privacy-protective research collaborations between a company and researchers to advance the responsible sharing of data to support progress in medicine, public health, education, social sciences, computer science, and many other fields. In 2021, those awards went to:

**Stanford Medicine, Stanford University’s School of Medicine’s Department of Genetics, and Empatica**

This award-winning project studied whether data collected by Empatica’s researcher-friendly E4 device, which measures skin temperature, heart rate, and other biomarkers, could detect COVID-19 infections before the onset of symptoms.

**Google for its work to produce, aggregate, anonymize, and share data on community movement during the pandemic through its Community Mobility Report and Aggregated Mobility Research Dataset projects**

Google’s privacy-driven approach was illustrated by the company’s collaboration with the Boston University School of Public Health’s Department of Environmental Health, Brigham and Women’s Hospital Department of Surgery, Harvard T.H. Chan School of Public Health’s Department of Health Policy and Management, and Brown University’s School of Public Health. This group of researchers used the shared data from Google to assess the impacts of specific state-level policies on mobility and subsequent COVID-19 case trajectories.
Immersive Tech Takes Centerstage in 2021

FPF continues to stay ahead of the implications of data privacy and protection in immersive technologies through thought leadership and consultation in AR/VR and Brain-Computer Interface. FPF expects immersive tech to be a key priority into 2022 and beyond, particularly with the emergence of the Metaverse.

In August 2021, FPF released Augmented Reality + Virtual Reality: Privacy & Autonomy Considerations in Emerging, Immersive Digital Worlds, providing recommendations to address the privacy risks of augmented reality (AR) and virtual reality (VR) technologies. The vast amount of sensitive personal information collected by AR and VR technologies creates severe risks to consumers that could undermine the adoption of these platforms and limit their utility. The report considers current and future use cases for XR technology and provides recommendations for how platforms, manufacturers, developers, experience providers, researchers, and policymakers should implement XR responsibly.

“XR technologies are rapidly being adopted by consumers and increasingly being used for work and education. It’s essential that guidelines ensure privacy and safety while business models are being established.”

Amie Stepanovich
Vice President of U.S. Policy, FPF
FPF’s XR Week was hosted between April 19-23, and explored key privacy and ethical questions surrounding AR, VR, and related technologies. The week featured several events, including an expert roundtable discussion and conversations presented in virtual reality. Participants included experts from Common Sense Media, Facebook Reality Labs, and Magic Leap to name a few.

In November 2021, in partnership with IBM, FPF released a report titled *Privacy and the Connected Mind*, with a live expert panel that explores questions about transparency, consent, security, and data accuracy in technologies such as Brain-Computer Interfaces. Recommendations in the report work to promote privacy and mitigate risks associated with neurotechnology, specifically with brain-computer interface (BCI), and developers and policymakers are given actionable ways this technology is implemented while protecting the privacy and rights of its users.

Emerging innovations like neurotechnology hold great promise to transform healthcare, education, transportation, and more, but they need the right guardrails in place to protect an individual’s privacy. Working together with the Future of Privacy Forum, the IBM Policy Lab is pleased to release a new framework to help policymakers and businesses navigate the future of neurotechnology while safeguarding human rights.
Privacy and Pandemics: Digital Contact Tracing Technologies

With support from the Robert Wood Johnson Foundation, FPF worked with leaders within the privacy and equity communities to develop actionable guiding principles and a framework to help bolster the responsible implementation of digital contact tracing technologies (DCTT). As DCTT begins to play an essential role in public health, it is crucial to take necessary steps to ensure equity in access to DCTT and understand the societal risks and tradeoffs that might accompany its implementation today and in the future. Governance efforts that seek to understand these risks better will be better able to bolster public trust in DCTT technologies.

We learned early in our Privacy and Pandemics initiative that unresolved ethical, legal, social, and equity issues may challenge the responsible implementation of digital contact tracing technologies. So we engaged leaders within the civil rights, health equity, and privacy communities to create a set of actionable principles to help organizations implement digital contact tracing that respects individual rights.

"We learned early in our Privacy and Pandemics initiative that unresolved ethical, legal, social, and equity issues may challenge the responsible implementation of digital contact tracing technologies. So we engaged leaders within the civil rights, health equity, and privacy communities to create a set of actionable principles to help organizations implement digital contact tracing that respects individual rights.

John Verdi
Senior Vice President of Policy, FPF

Understanding Digital Data Flows Training Program

In 2021, FPF launched its Understanding Digital Data Flows training program for professionals with a role in developing data privacy policies to deepen their understanding of the ways technology and personal data are utilized in key sectors. Offered both publicly and as bespoke sessions in-house for corporations, the sessions uniquely focus on the underlying technologies, data flows, and business practices that need to be grasped to better understand data protection issues.

Understanding Digital Data Flows classes are presented by FPF staff and carefully selected invited technical experts. From biometrics to online advertising, participants learn the underlying technologies, data flows, and business practices to better understand legal, policy, and data protection issues.
Protecting Data Privacy of Youth at Home and School

FPF’S YOUTH AND EDUCATION WORK

The Gates Foundation and The Chan Zuckerberg Initiative are supporters of FPF’s Youth & Education privacy program.

Developed New Privacy Scenarios for Educators

FPF’s Student Data Privacy and Data Ethics Scenarios are free, supplemental course materials that aim to help educators understand privacy risks and ethical concerns that arise in school-based situations and provide expert guidance on how to mitigate risk and harm through discussions on the legal obligations and best practices for protecting student data privacy.

Continued to Engage on Pasco County’s Predictive Policing Program

FPF has been very concerned about Pasco County’s release of sensitive student information to local law enforcement officials and has partnered with other stakeholders to express our fears about the consequences this arrangement could have on student learning and classroom safety.

studentprivacycompass.org/resource/scenarios-user-guide/

studentprivacycompass.org/pasco/studentprivacycompass.org/usedpasco/
In 2020, FPF joined SIIA in releasing a new, more stringent Student Data Privacy Pledge. Pledge 2020 continued to garner attention and new signatories this year and now has more than 220 company supporters.

In November, FPF released a discussion draft whitepaper, "The State of Play: Verifiable Parental Consent and COPPA," and an accompanying infographic that highlights barriers to protecting children online and opportunities for improvement. This is an ongoing project that will result in another paper in Spring 2022.
ADVISORY BOARD

Alessandro Acquisti  
Associate Professor of Information Technology & Public Policy  
Carnegie Mellon University’s Heinz College

Marc Adelson  
Chief Compliance Officer and Deputy CLO  
Teladoc Health

Jason Albert  
Global Chief Privacy Officer  
ADP

*Anita Allen  
Henry R Silverman Professor of Law and Professor of Philosophy  
University of Pennsylvania Carey School of Law

Hope Anderson  
Associate General Counsel  
Snap Inc.

Robin Andruss  
Chief Privacy Officer  
Skyflow

Sharon Anolik  
Founder & President  
Privacy Panacea

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ADVANCE Professor of Computing  
Georgia Institute of Technology

Justin Antonipillai  
Founder & Chief Executive Officer  
WireWheel

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Governance, Privacy and Ethics Leaders  
PricewaterhouseCoopers LLP

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Managing Senior Counsel, Enterprise Functions & Chief Privacy Officer  
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Chris Babel  
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TrustArc

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Founder & Chief Executive Officer  
Family Online Safety Institute

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Co-Director of the Berkeley Center for Law and Technology  
University of California, Berkeley School of Law

Kabir Barday  
Founder, President, & Chief Executive Officer  
OneTrust

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Associate General Counsel  
The Nielsen Company

*Debra Berlyn  
President  
Consumer Policy Solutions

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Vice President, Chief Privacy Officer  
Playitka

Andrew Bloom  
Vice President & Chief Privacy Officer  
McGraw Hill

Douglas Bloom  
Executive Director and Co-Head of Cybersecurity and Privacy  
Morgan Stanley

Brent Bombach  
Senior Director of Government Relations and Public Policy  
NEC Corporation of America

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Vice President Legal  
GoGuardian

Claire McKay Bowen, Ph.D.  
Principal Research Associate, Data Privacy and Confidentiality  
Urban Institute

Bruce Boyden  
Associate Professor of Law  
Marquette University Law School

John Breyault  
Vice President, Public Policy  
Telecommunications and Fraud National Consumers League

Julie Brill  
Corporate Vice President, Deputy General Counsel Global Privacy and Regulatory Affairs, and Chief Privacy Officer  
Microsoft Corporation

Jill Bronfman  
Privacy Counsel  
Common Sense Media

Stuart N. Brotman  
Howard Distinguished Endowed Professor  
University of Tennessee, Knoxville

Colleen Brown  
Partner  
Sidley Austin LLP

Ryan Calo  
Associate Professor of Law  
University of Washington School of Law

Ann Cavoukian, Ph.D.  
Executive Director of the Privacy and Big Data Institute  
Ryerson University

Anupam Chander  
Professor of Law  
Georgetown University Law Center

Mary Chapin  
Chief Legal Officer, Vice President & Corporate Secretary  
National Student Clearinghouse

*Danielle Keats Citron  
Jefferson Scholars Foundation  
Schenck Distinguished Professor in Law  
University of Virginia School of Law

Bret Cohen  
Partner  
Hogan Lovells LLP

Sheila Colclasure  
Global Chief Digital Responsibility and Public Policy Officer  
IPG Kinesso

Sara Collins  
Policy Counsel  
Public Knowledge

Trudy Cooke  
General Counsel and Company Secretary  
Avast

Barbara Cosgrove  
Vice President, Chief Privacy Officer  
Workday

Anneke Covell  
Chief Privacy Officer  
American Express

*Mary Culnan  
Professor Emeritus  
Bentley University

Rachel Cummings  
Assistant Professor of School of Industrial and Systems Engineering  
Georgia Institute of Technology

Lukasz Czynienik  
Associate General Counsel, Privacy  
The Nielsen Company

Andy Dale  
General Counsel, Head of Strategic Partnerships  
Alyce

Jo Ann Lengua Davaris  
Vice President, Global Privacy  
Booking Holdings Inc.

Laurie Dechery  
Associate General Counsel  
Shutterfly, Inc.

Ron De Jesus  
Chief Privacy Officer  
Grindr

Elaine Laughlin  
Board Member

Alan Raul  
Board Member

Agnes Bundy Scanlan  
Board Member

Dale Skivington  
Board Member
<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerald de Leeuw</td>
<td>Global Head of Privacy, Logitech</td>
</tr>
<tr>
<td>Jolynn Dellinger</td>
<td>Stephen and Janet Bear Visiting Lecturer and Kenan Senior Fellow, The Kenan Institute for Ethics at Duke University</td>
</tr>
<tr>
<td>Michael Dolan</td>
<td>Senior Director, Head of Enterprise Privacy, Best Buy</td>
</tr>
<tr>
<td>Christopher Donewald</td>
<td>Director, Managing Counsel (Privacy, Trust, &amp; Partnerships), Affirm</td>
</tr>
<tr>
<td>Erin Egan</td>
<td>Vice President &amp; Chief Privacy Officer, Policy, Meta</td>
</tr>
<tr>
<td>Hershel Eisenberger</td>
<td>Director of Privacy, Rivian</td>
</tr>
<tr>
<td>Peggy Eisenhauer</td>
<td>Founder, Privacy &amp; Information Management Services</td>
</tr>
<tr>
<td>Jimma Elliott-Stevens</td>
<td>General Counsel, Chief Compliance &amp; Privacy Officer, Thomson Reuters</td>
</tr>
<tr>
<td>Keith Enright</td>
<td>Chief Privacy Officer, Google</td>
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<tr>
<td>Kristen Erbes</td>
<td>Chief Privacy Officer, Cambia Health Solutions</td>
</tr>
<tr>
<td>Patrice Ettinger</td>
<td>Chief Privacy Officer, Pfizer, Inc.</td>
</tr>
<tr>
<td>Joshua Fairfield</td>
<td>William Donald Bain Family Professor of Law, Washington and Lee University School of Law</td>
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<tr>
<td>ileana Falticeni</td>
<td>General Counsel, Quantcast</td>
</tr>
<tr>
<td>KT Farley</td>
<td>Senior Director, Legal and Head of Privacy and Compliance, Helix</td>
</tr>
<tr>
<td>Anne Fealey</td>
<td>Global Chief Privacy Officer, CITI</td>
</tr>
<tr>
<td>Heather Federman</td>
<td>Chief Privacy Officer, BigID</td>
</tr>
<tr>
<td>Danielle Feiter</td>
<td>Chief Privacy Compliance Officer, Ericsson</td>
</tr>
<tr>
<td>Leigh Feldman</td>
<td>Senior Vice President, Chief Privacy Officer, Visa Inc.</td>
</tr>
<tr>
<td>Caitlin Fennessy</td>
<td>Vice President &amp; Chief Knowledge Officer, IAPP – International Association of Privacy Professionals</td>
</tr>
<tr>
<td>Stacy Feuer</td>
<td>Senior Vice President, Privacy Certified, Entertainment Software, Rating Board</td>
</tr>
<tr>
<td>Lindsey Finch</td>
<td>Executive Vice President, Global Privacy &amp; Product Legal, Salesforce</td>
</tr>
<tr>
<td>Leo Fitzsimon</td>
<td>Government Relations – Americas Here</td>
</tr>
<tr>
<td>Rénard Francois</td>
<td>Managing Director – Global Chief Privacy Officer, JPMorgan Chase</td>
</tr>
<tr>
<td>Dona Fraser</td>
<td>Senior Vice President, Privacy Initiatives, BBB National Programs</td>
</tr>
<tr>
<td>Leigh Parsons Freund</td>
<td>President &amp; Chief Executive Officer, Network Advertising Initiative</td>
</tr>
<tr>
<td>Christine Frye</td>
<td>Senior Vice President, Chief Privacy Officer, Bank of America</td>
</tr>
<tr>
<td>Stephan Geering</td>
<td>Global Privacy Officer, Anthology</td>
</tr>
<tr>
<td>Kelly Gertridge</td>
<td>Head of Privacy, Atlassian</td>
</tr>
<tr>
<td>Deborah Gertsen</td>
<td>Counsel – Corporate, Compliance Office – Privacy, Ford Motor Company</td>
</tr>
<tr>
<td>Shoshana Gillers</td>
<td>Chief Privacy Officer, TransUnion</td>
</tr>
<tr>
<td>Carolina Giuga</td>
<td>Director, Government &amp; Public Affairs, America, LEGO</td>
</tr>
<tr>
<td>Kim Gold</td>
<td>Chief Privacy Officer and Associate General Counsel, Genetech</td>
</tr>
<tr>
<td>Justin Goldberger</td>
<td>VP, Technology Policy, Retail Industry Leaders Association</td>
</tr>
<tr>
<td>Eric Goldman</td>
<td>Associate Dean of Research, Professor of Law and Co-Director, High Tech Law Institute, Santa Clara University School of Law</td>
</tr>
<tr>
<td>Melissa M. Goldstein</td>
<td>Associate Professor, Department of Health Policy and Management, George Washington University Law School</td>
</tr>
<tr>
<td>Scott Goss</td>
<td>Vice President, Privacy Counsel, Qualcomm</td>
</tr>
<tr>
<td>Kimberly Gray</td>
<td>Chief Privacy Officer, Global IQVIA</td>
</tr>
<tr>
<td>Lynn Haaland</td>
<td>Deputy General Counsel, Chief Compliance and Ethics Officer, Chief Privacy Officer, Zoom Video Communications</td>
</tr>
<tr>
<td>Jacqui Hagarty</td>
<td>Vice President, Deputy General Counsel &amp; Privacy Officer, 23andMe, Inc.</td>
</tr>
<tr>
<td>Meredith Halama</td>
<td>Partner and Firmwide Co-Chair, Privacy &amp; Security, Perkins Coie LLP</td>
</tr>
<tr>
<td>Emily Hancock</td>
<td>Senior Director &amp; Chief Privacy Officer, Cloudflare</td>
</tr>
<tr>
<td>Sara Harrington</td>
<td>Legal – Head of Users, Product &amp; Privacy, Stripe</td>
</tr>
<tr>
<td>Cathleen Hartge</td>
<td>Head of Legal Branch, Zeta Global</td>
</tr>
<tr>
<td>Woodrow Hartzog</td>
<td>Professor of Law and Computer Science, Northeastern University School of Law</td>
</tr>
<tr>
<td>Ben Hayes</td>
<td>Chief Privacy Officer, Zeta Global</td>
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<td>Cate Haywood</td>
<td>Global Head of Privacy, Sony</td>
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<td>Eric Heath</td>
<td>Vice President, Deputy General Counsel and Chief Privacy Officer, Ancestry</td>
</tr>
<tr>
<td>Becky Heironimus</td>
<td>Managing Vice President, Enterprise Customer Products and Data Ethics and Privacy, Capital One</td>
</tr>
<tr>
<td>Eileen Hershenov</td>
<td>Senior Vice President, Policy, Anti-Defamation League</td>
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<tr>
<td>Beth Hill</td>
<td>General Counsel, Chief Compliance Officer, and Privacy Leader, FordDirect</td>
</tr>
<tr>
<td>Dennis D. Hirsch</td>
<td>Professor of Law, Faculty Director, Program on Data and Governance, Ohio State University</td>
</tr>
<tr>
<td>*David A. Hoffman</td>
<td>Steed Family Professor of Cybersecurity Policy, Duke University Sanford School of Public Policy</td>
</tr>
<tr>
<td>Lara Kehoe Hoffman</td>
<td>Vice President, Privacy &amp; Security, Netflix</td>
</tr>
<tr>
<td>Chris Hoofnagle</td>
<td>Adjunct Professor of Law, Faculty Director, Berkley Center for Law &amp; Technology, University of California Berkeley School of Law</td>
</tr>
<tr>
<td>Jane Horvath</td>
<td>Chief Privacy Officer, Apple, Inc.</td>
</tr>
<tr>
<td>Margaret Hu</td>
<td>Professor of Law, William &amp; Mary Law School</td>
</tr>
<tr>
<td>*Sandra R. Hughes</td>
<td>Chief Executive Officer and President, Sandra Hughes Strategies</td>
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<td>President &amp; Chief Executive Officer, IAPP – International Association of Privacy Professionals</td>
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<td>Leor Hurwitz</td>
<td>General Counsel, AppsFlyer</td>
</tr>
<tr>
<td>Brian Huseman</td>
<td>Vice President, Public Policy, Amazon.com Services, Inc.</td>
</tr>
<tr>
<td>Susan Israel</td>
<td>Of Counsel, Loeb &amp; Loeb LLP</td>
</tr>
<tr>
<td>Samir Jain</td>
<td>Director of Policy, Center for Democracy &amp; Technology</td>
</tr>
<tr>
<td>Sheila Jambekar</td>
<td>Chief Privacy Officer, Plaid</td>
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<tr>
<td>Harvey Jang</td>
<td>Vice President, Chief Privacy Officer, Cisco Systems, Inc.</td>
</tr>
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<td>Audrey Jean</td>
<td>Senior Vice President, Privacy Officer &amp; Senior Associate, General Counsel, AARP</td>
</tr>
<tr>
<td>Meg Leta Jones</td>
<td>Associate Professor, Georgetown University</td>
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<td>Damien Kieran</td>
<td>Chief Privacy Officer, Twitter</td>
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<tr>
<td>Anne Klinefelter</td>
<td>Director of the Law Library, Henry P. Brandis Distinguished Professor of Law, University of North Carolina</td>
</tr>
<tr>
<td>Andrew Kopolman</td>
<td>Senior Vice President, Deputy General Counsel &amp; Chief Privacy Counsel, Medidata Solutions, Inc.</td>
</tr>
<tr>
<td>Karen Kornbluh</td>
<td>Senior Fellow and Director, Digital Innovation &amp; Democracy Initiative, The German Marshall Fund of the United States</td>
</tr>
<tr>
<td>Kevin Kreuser</td>
<td>Director and Managing Counsel, Privacy, Twilio</td>
</tr>
<tr>
<td>Mihir Kahirsagar</td>
<td>Clinic Director of the Center for Information Technology Policy, Princeton University</td>
</tr>
<tr>
<td>Michael C. Lamb</td>
<td>Chief Privacy Officer, RELX Group</td>
</tr>
</tbody>
</table>

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## Financials

*The figures presented here in the form of a Consolidated Statement of Activities are in draft format. They are subject to change pending the completion of the fiscal year 2021 audit.*

### REVENUE

<table>
<thead>
<tr>
<th>Membership &amp; Contributions</th>
<th>Grants &amp; Special Projects</th>
<th>Registrations &amp; Sponsorships</th>
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<tr>
<td>$7,250,945</td>
<td>$2,544,855</td>
<td>$153,693</td>
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**TOTAL: $9,949,493**

### EXPENSES

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<tr>
<th>Program Services</th>
<th>General &amp; Administrative</th>
<th>Fundraising</th>
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<tr>
<td>$6,520,698</td>
<td>$2,040,969</td>
<td>$756,317</td>
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**TOTAL: $9,317,984**

### NET ASSETS

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<th>Beginning of Year</th>
<th>Change in Net Assets</th>
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<td>$8,003,717</td>
<td>$631,509</td>
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**TOTAL END OF YEAR: $8,635,226**