



Build a Better Shark Cage: Protecting Consumer Data with Privacy-Enhancing Technologies

Payments Innovation Alliance Fall Meeting

Speaking Engagement

October 12, 2023 from 4:40 pm to 5:40 pm (EDT)

Chicago

Pentagon City, VA

Kelley Drye partners [Matt Luzadder](#) and [Laura VanDruff](#), along with Peter Tapling of PTap Advisory LLC will give a presentation at the Payments Innovation Alliance Fall Meeting titled, “Build a Better Shark Cage: Protecting Consumer Data with Privacy-Enhancing Technologies.”

Protecting consumer privacy is a top priority for financial institutions and their partners. It is also a key focus for the CFPB, FTC and state regulators. Privacy-enhancing technologies (PETs) give companies more options when handling and protecting consumer data. Artificial Intelligence, machine learning and advanced encryption are supplanting legacy systems that have traditionally been used to reasonably safeguard sensitive consumer data.

This session will provide attendees with an understanding of PETs, how PETs differ from legacy solutions and payments industry uses of PETs. Attendees will then participate in a “Baby Shark Tank” exercise where they will develop a use-case for a PET and pitch it to the attendees. Attendees will pressure-test their colleagues’ ideas and decide whether or not they will invest. Are you “in” for an interactive session that will put you on the cutting edge of technology?

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