




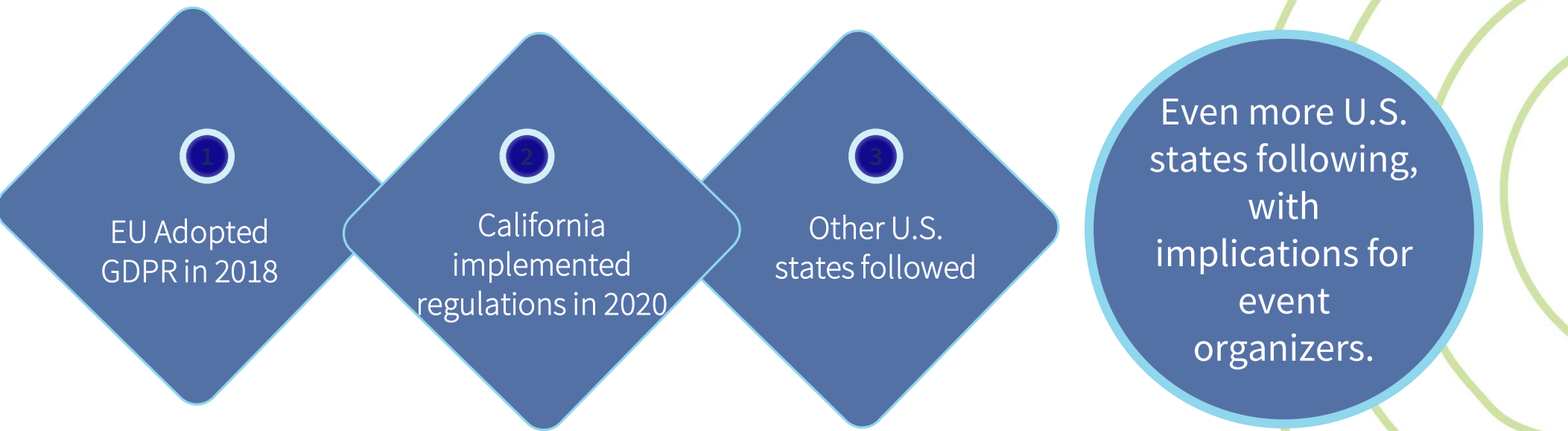
Navigating Data Privacy Laws

Jill Blood



Consumer Data Privacy

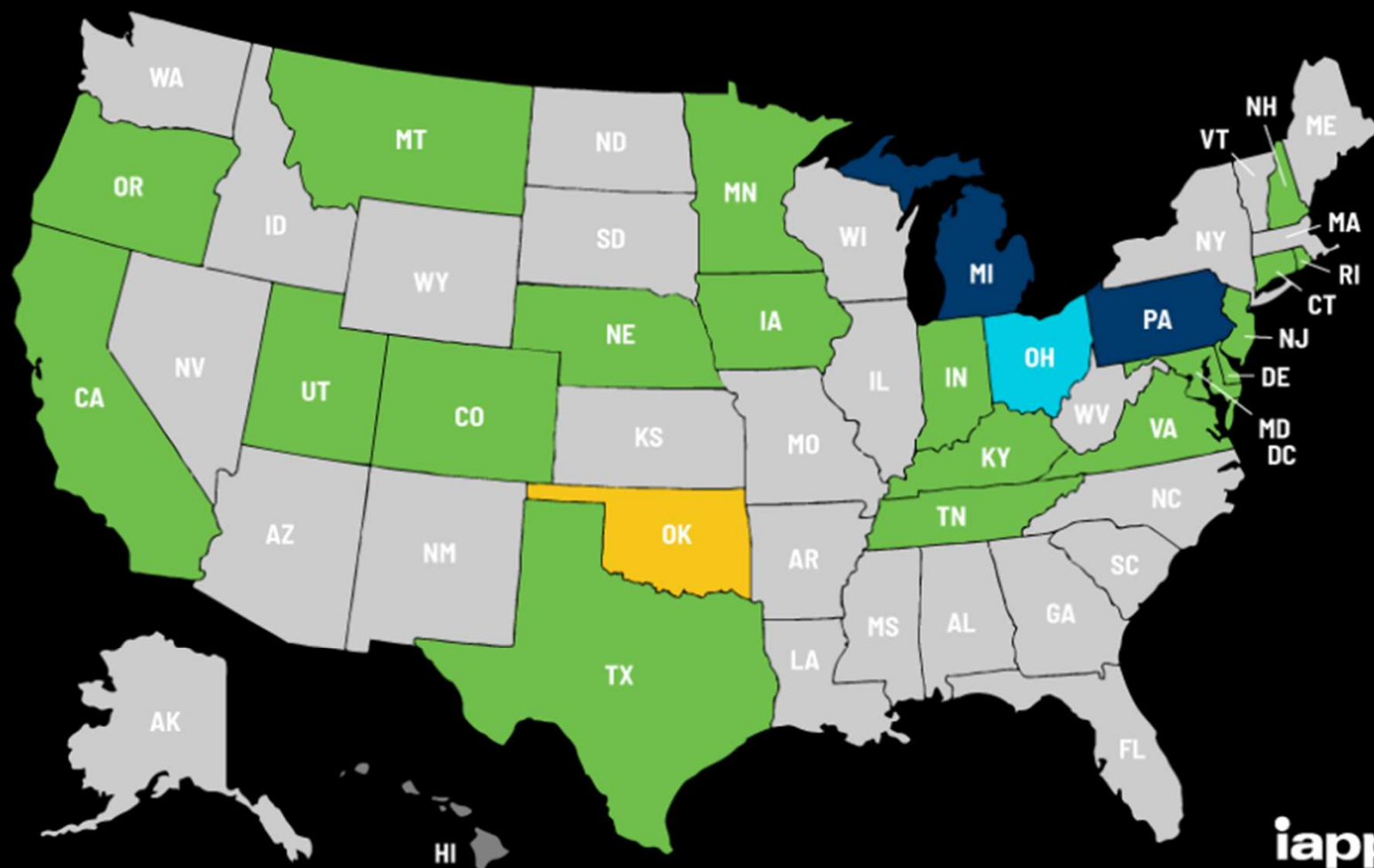
What's happening?



US State Privacy Legislation Tracker 2025

Statute/bill in legislative process

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced



Last updated 6 Jan. 2025

What do I need to know?



Data Minimization

Reducing the overall personal information stored by each organization



Security

Ensuring the personal information stored is as safe as possible



Notice Requirements

Telling individuals how and when their information will be used and shared



Consumer Rights

Giving individuals increased control over how and when their information will be used and shared



Contractual Requirements

Using contracts to outline obligations around collected personal information



Does that mean we have to stop using event data? No... but ask these questions first!

1. Do you need this data?
2. Is there a way to anonymize or aggregate it to protect individual identity?
3. Are you being transparent about what you will do with the information, and provide control as to how it can be used?
4. Are you using data in ways they could reasonably anticipate?
5. Will you apply the same protections to all users/attendees, or just those in affected states?

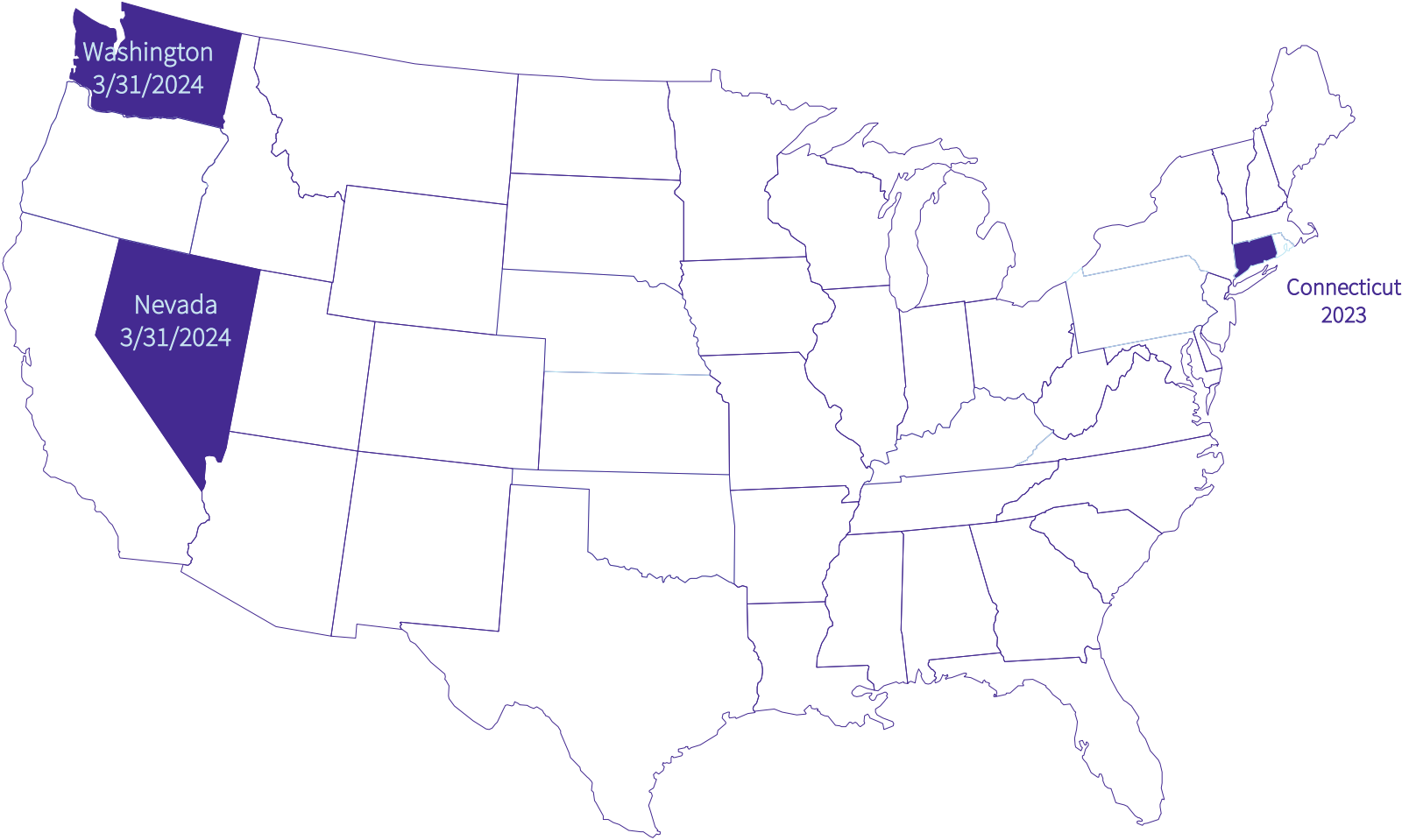


Questions?

Health Data Privacy



Consumer Data Health Privacy Laws





Health Privacy Laws 101

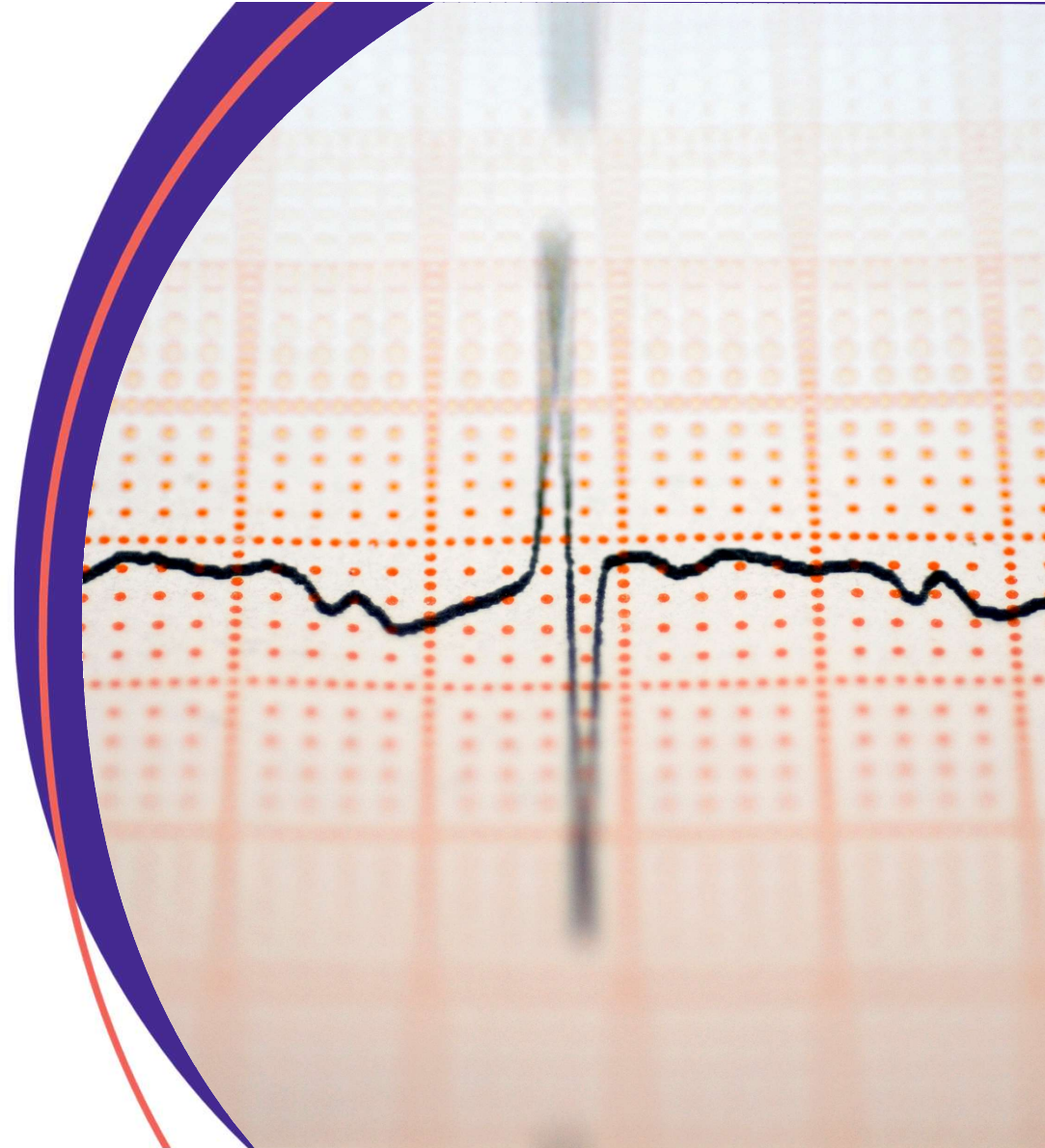
- Several states have enacted laws to protect health data privacy, such as Washington state's My Health, My Data Act and similar versions in Connecticut and Nevada.
- The laws impose obligations on organizations that collect, process, or share consumer health data.
- The laws apply not only to events *held* in these states, but individuals who reside there.
- The laws impose requirements around notice, opt-in to collect/share, security, vendor management and data sales and increases in individual rights
- Private right of action with civil penalties up to \$12,500 – anyone can sue

But I don't Handle Health Data, Why do I Care about this?

You might be surprised! Under the laws, Consumer Health Data includes the following:

- Individual health conditions, treatment, diseases or diagnosis
- Social, psychological, behavioral and medical interventions
- Biometric data

So, if you ask guests about dietary restrictions, allergies or accommodations for disabilities, you might be required to comply with health data privacy laws.





What do I need to do?

- As with other data privacy laws, don't be afraid to use guest data – but do so responsibly.
- You should review your policies and practices to ensure you're compliant with the new laws, especially when collecting health data on registration sites.
- Even if this is only a subset of your attendees, most organizers find it sensible to adopt the same policy across the board.

What is Maritz Doing About It?

We have made changes to our registration sites and updated our policies to help ensure facilitate our Clients' compliance with these new regulations.

Dietary and Personal Considerations

By submitting your registration, you consent to permitting your personal data collected on this registration page to be shared with the applicable accommodations for this event. We will collect, use, and share this data in accordance with the Consumer Health Data Privacy Policy, but the venue will use this data in accordance with its own Privacy Policy available on its website. You may withdraw your consent to this sharing with the venue at any time by contacting ConnectED@travelhq.com.

To ensure a comfortable experience, please share any specific neurodiversity considerations or needs.

Meal Preferences

Please let us know of any food allergies or additional dietary considerations.

Please select any ADA (Americans with Disabilities Act) or personal considerations.

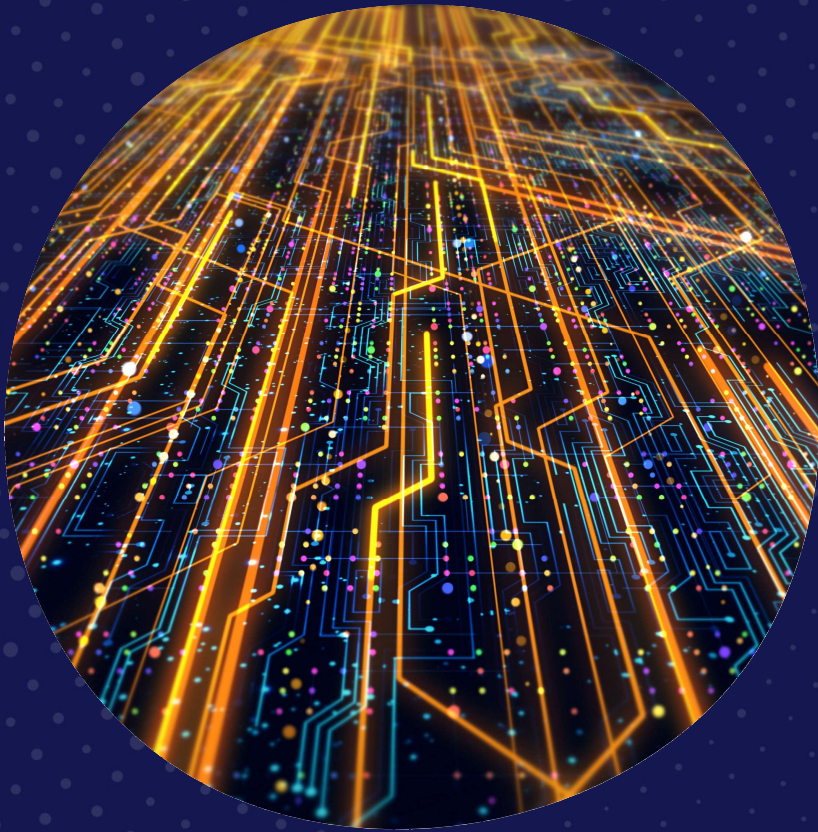
- Diabetic
- Deaf/Hard of Hearing
- ...

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Questions?

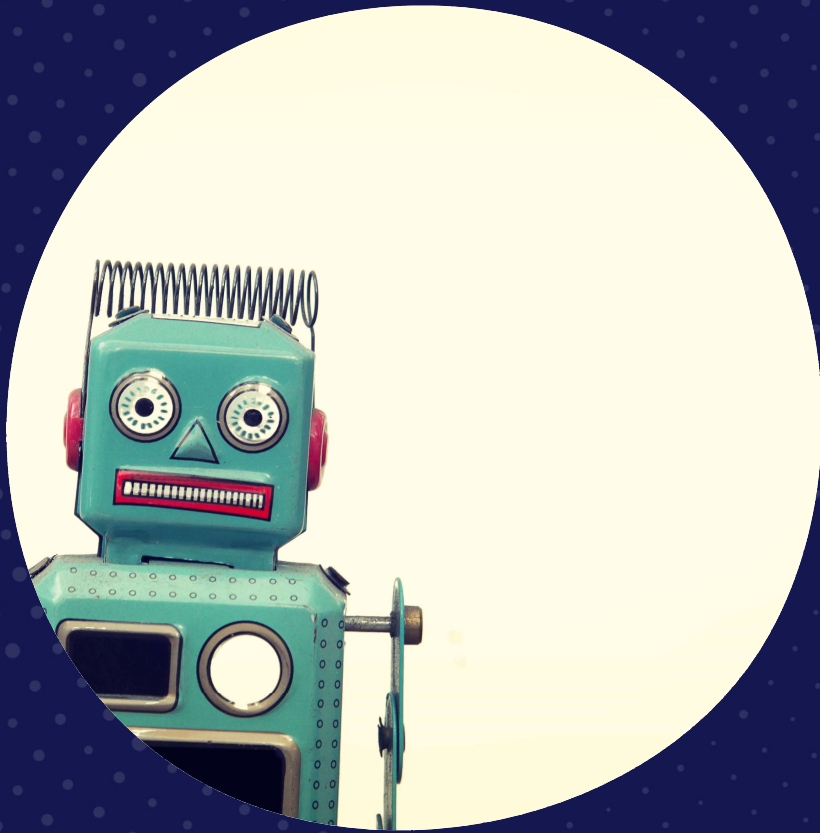
Artificial Intelligence





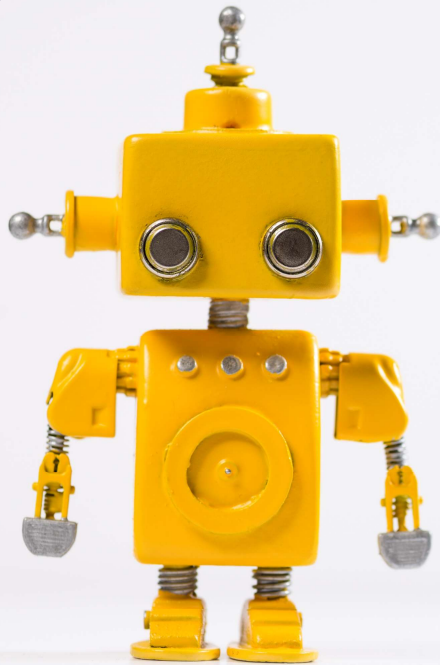
AI Regulations

- Legislatures in the US and abroad are evaluating how to regulate AI tools and their use.
- Early regulations in Colorado, California and elsewhere focus on the use of AI tools for hiring and employment actions.



EU AI ACT

- The EU Artificial Intelligence Act, which was passed in August of 2024 and begins going into effect this year, is the first comprehensive AI framework in the world.
- The act establishes risk categories for different AI applications and imposes obligations and restrictions for each category. The act also imposes huge penalties, totaling up to 35 million Euros or 7% of the company's annual global revenue, whichever is higher.
- Importantly, the act restricts the use of any system "intended to be used to detect the emotional state of individuals" in certain situations.



What do I need to do?

- Consider when and how your organization will use AI and when and how you will allow downstream vendors to utilize AI tools.
- Decide whether to adopt an AI policy or guidelines for your organization and/or contract language addressing AI use.
- Ensure you're fully evaluating AI vendors
- Make sure you're keeping a "human in the loop"

AI Guidelines



AI Guidelines



Ensure fair employment practices

We must ensure that AI Tools are not used in a manner that violates employment laws in all applicable regions and jurisdictions, and that all AI Tool uses meet the compliance requirements and regulatory standards in each such jurisdiction.



Respect data privacy and confidentiality requirements

Our AI Tool use must comply with data protection laws, and we must ensure that any privileged, confidential, personal or otherwise sensitive data is not entered into an AI Tool without prior approval.



Ensure information security

As with any other third-party tool, a publicly available AI Tool may create information security risks. Before using a specific AI Tool, we must confirm that the ISO has approved of its use.



Prevent against bias and discrimination

Because AI Tools emulate the data on which they are trained, and respond to human user prompts, they could potentially create biased or unprofessional content.



Respect intellectual property rights

The ownership of content created using AI depends in part on the terms of service of the tool being used, and on applicable law. Our policy is not to use AI to create content over which we intend to assert copyright or other ownership and use rights, unless the use and those rights have been approved in advance.



Avoid plagiarism

AI Tools may produce content sufficiently similar to the data on which it has been trained to create plagiarism risks. We must ensure that our AI Tool use does not infringe on the intellectual property rights of others.



Mitigate the impact of inaccuracies and hallucinations

Since AI Tools are limited to the data they have been trained on, the resulting content could be inaccurate. In addition, AI Tools have been known to “hallucinate” and make up content that is seemingly responsive to your inputs.



Respect customer contracts and information

We must ensure that AI Tools are not used in a manner that violates data-use, privacy, confidentiality and other terms agreed upon in the Company’s customer contracts or otherwise applicable to customer information.

Sample Language: AI (Strict)

Artificial Intelligence. In no event may or shall Vendor use any artificial intelligence (“AI”), including generative artificial intelligence, products or services to perform the Services or generate or produce any Work Product (or any components thereof) without the express prior written consent of Company. Additionally, in no event may or shall Vendor include any Work Product, Company Data or Company Confidential Information in a data set used in the creation of any AI or make it otherwise accessible to any AI without the express prior written consent of Company. As a condition to use by Vendor to generate or product Work Product with AI, Vendor must ensure that (i) Vendor has full rights and licenses to such products and services, (ii) Vendor obtains all Intellectual Property Rights and all rights and title to the output of or from such products and services, and that it may transfer such ownership of such output to Company if included in any Deliverable, and (iii) Vendor is solely responsible for verifying and ensuring the quality and accuracy of any the output of from such products and services.



Sample Language: AI (More Flexible)

AI Language. In providing the Services, Maritz agrees to only use AI tools for the following purposes: idea generation and general knowledge questions and research meant to enhance Maritz's understanding on a topic. Maritz may not use AI tools to create final work product (including Deliverables) or any content to be distributed by Client. While using AI tools, Maritz may not enter any Client or third-party confidential, trade secret, copyrighted or other personal or proprietary information into a prompt for an AI tool. Maritz shall keep complete and accurate records of all use of AI in conjunction with the Agreement.



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Questions?