

## Data Privacy Day 2015: Securing the Internet of Things

01.28.2015

7:30 a.m. - 6:30 p.m.

SDG&E Energy Innovation Center  
4760 Clairemont Mesa Blvd.  
San Diego, CA 92117

Data Privacy Day is an international effort to empower and educate people and organizations to protect their privacy and control their digital footprint. On January 28, 2015, Sheppard Mullin is sponsoring the Data Privacy Day 2015: Securing the Internet of Things an all-day program to address these privacy concerns and provide a clearer understanding of the perceptions and potential threats that will affect the collection, management and safeguarding of private information about individuals and organizations.

While the Information collected by the many Internet connected devices is valuable and can yield social benefits, the growing Internet of Things (IoT) also creates a sense of urgency to better understand, manage and consume the resulting data. One significant challenge is finding a privacy paradigm that makes sure the social benefits don't come at the cost of individual and organizational privacy.

**Justine Philips**, Special Counsel at Sheppard Mullin will be moderating a panel on the "Intergenerational/ Privacy Divide: Real or Perceived".