

**(Virtual) ESPC 2021 Annual Meeting
November 9, 2021**

(As of 10/3/2021)

1:00–2:00pm ET (USA)

Apple Mail Privacy Protection

Apple Privacy Protection for Email was announced in June 2021 and then rolled out September 2021. Privacy by design has always been a focus and theme for Apple but never before has it impacted email as significantly as these recent changes. Don't miss this power packed session of expert panelists and thought leaders in our space. Get a better understanding of the scope of impact to both ESP's and brands alike. What strategies ESP's are taking and/or recommending clients do to adjust and manage deliverability within this new reality and what we anticipate the landscape to be moving forward?

Panelists:

Heather Goff, Sr. Director of Strategic Deliverability Consulting, Oracle Marketing Cloud Consulting (Moderator)

Chad White, Head of Research, Oracle Marketing Cloud Consulting

Rick Buck, Chief Privacy Officer, WireWheel

Brian Sisolak, Co-Founder and President of PeakInbox

Marcel Becker, Senior Director of Product Management, Yahoo Inc.

Guy Hanson, VP of Customer Engagement, Validity

2:00-3:00pm

CCPA Update: Enforcement and Guidance

The California Consumer Privacy Act (CCPA) went into effect in January 2020. In this session, we will review the latest compliance guidance, and review enforcement action to date. We will then peer into the crystal ball to divine the future impact on email senders and providers as the CCPA continues to evolve, on the way to the California Privacy Act (CPRA) taking effect in... just over a year from now."

Panelists:

Tom Bartel, Chief Data Scientist, Validity (Moderator)

Maria Phillips, Senior Counsel, Privacy & Compliance, Imprivata, Inc.

Alain Marcuse, Chief Information Security Officer, Validity

3:00-4:00pm

Navigating FTC Under the Biden Administration; Defending Investigations

The FTC is now more active than ever, with bi-partisan support to be more aggressive from both sides of the aisle in Congress. Since FTC Chair Lina Kahn's confirmation, the FTC has held two open meetings, announced new rulemakings, enhanced rulemaking authority, and issued resolutions to investigate numerous industries, including tech. Plus, the FTC's investigations are now more complex, requesting more information, more documents, and even multiple depositions, than ever. Learn what this FTC is focused on now and how to stay out of its crosshairs.

Panelist:

Reed Freeman, Venable LLP

4:00-5:00pm

Ongoing Monitoring of Customer Behavior

Join us to hear how some of your ESP colleagues go about monitoring customers for bad behavior on an ongoing basis. This panel will highlight the day-to-day monitoring rather than initial onboarding vetting. Our diverse panel will show us how to accomplish this several different ways!

Panelists:

Tara Natanson, Manager ISP Relations, Constant Contact (Moderator)

Justin Frechette, Manager, Deliverability & Compliance, iContact

Rob Schneider, Senior Deliverability Management Specialist, Mapp Digital

Josephine Skinner, Deliverability Engineer II, Mailchimp

Access information will be provided to registered attendees prior to the event.

Updated: October 3, 2021