



2024 ASIA-PACIFIC ANNUAL MEETING

9-10 May | The Westin Singapore

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Corporate Counsel

in partnership with
LEXOLOGY



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AI for Data Privacy Professionals

10 May | 15:10 SGT



Keerthi Pathiraja
Asst. Director - Legal &
Regulatory Affairs /
Company Secretary
Nestle Sri Lanka



Andy Low Heng Leon
Director
**Singapore Corporate
Counsel Association**



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Introduction





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Key Responsibilities of Privacy Lawyers

- | | | | | |
|---------------------------------|---|---|-------------------------|---------------------------------|
| Advising Clients | Privacy Impact Assessments | Drafting and Reviewing Policies and Contracts | Data Breach Response | Regulatory Compliance |
| Employee Training and Awareness | Data Transfer and Cross-Border Compliance | Dispute Resolution and Litigation | Monitoring and Updating | Advocacy and Policy Development |



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Key Challenges faced by Data Privacy Lawyers

**Rapidly Evolving
Laws and
Regulations**

**Complexity and
Ambiguity**

**Global
Compliance**

**Technological
Advancements**

**Balancing
Privacy and
Innovation**

**Enforcement
and Penalties**

**Data Breach
Response**

**Lack of
Awareness and
Understanding**

**Ethical
Considerations**

**Limited
Resources**



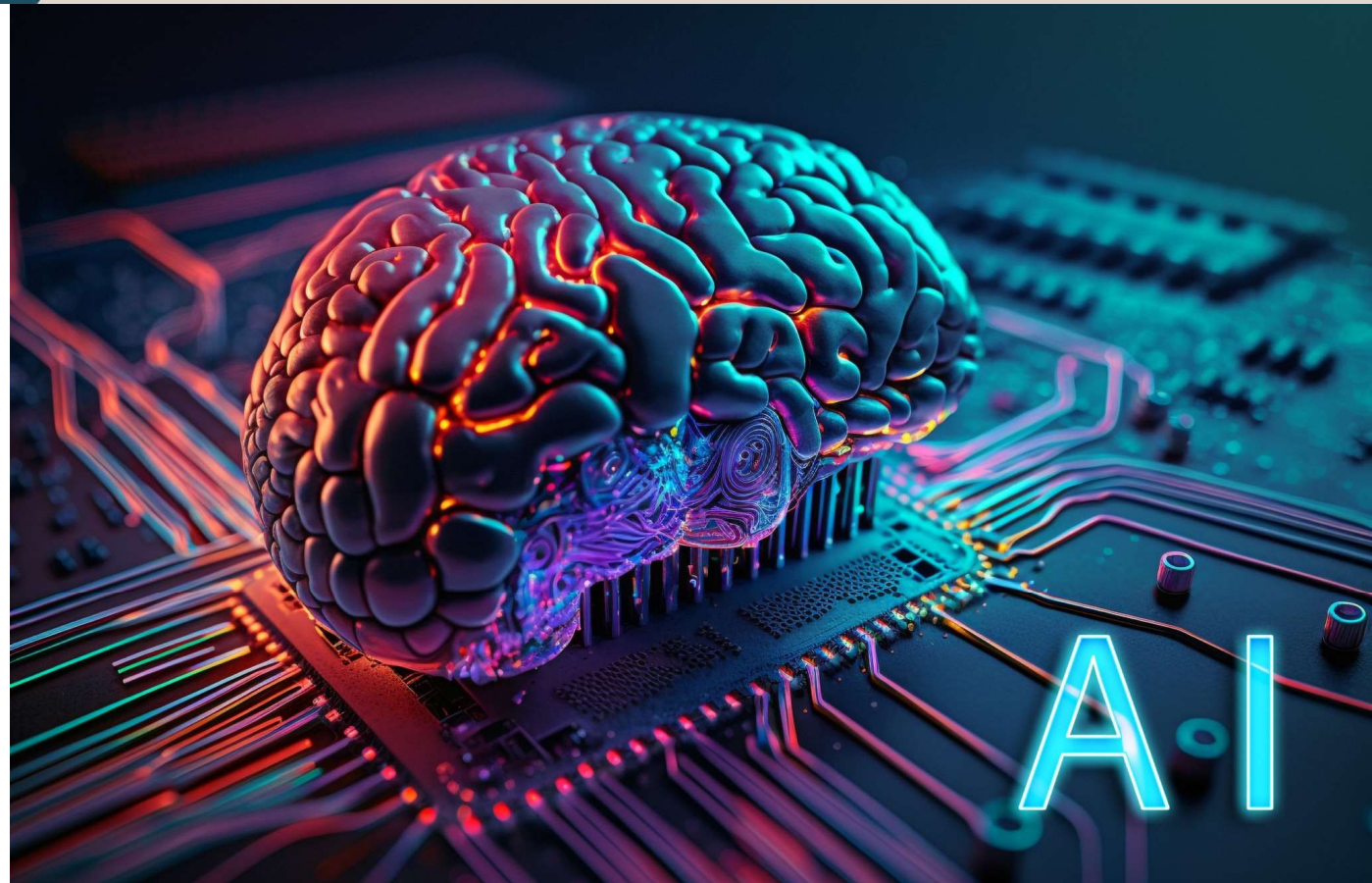
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**How can AI make
our life easier?**





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Contract Analysis





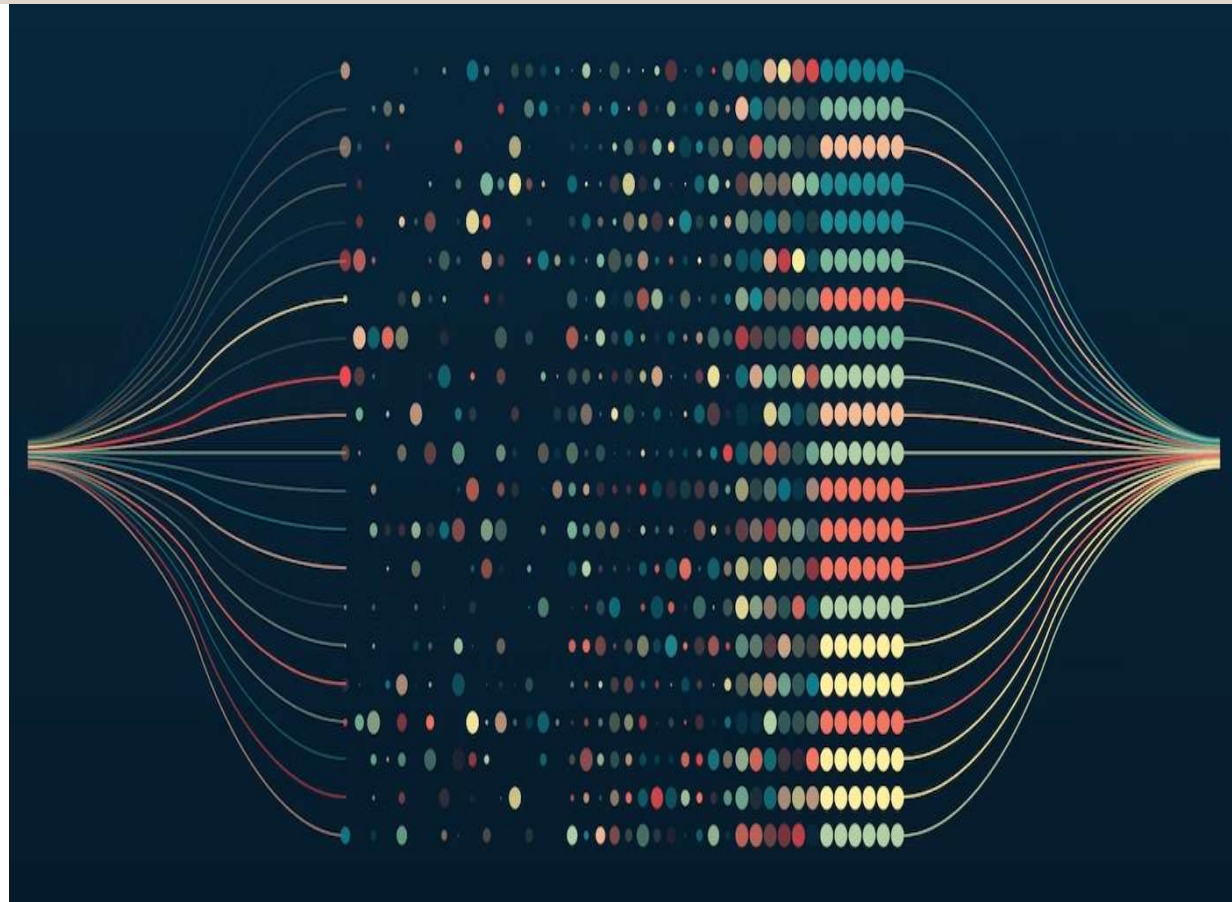
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Data Mapping and Inventory





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Privacy Impact Assessments (PIAs)





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Legal Research and Case Analysis





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Compliance Monitoring





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Data Subject Requests





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Training and Education





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Predictive Analytics





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Document Automation





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Challenges with AI?





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Algorithmic Biasness





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Lack of Transparency





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Data Protection Risks





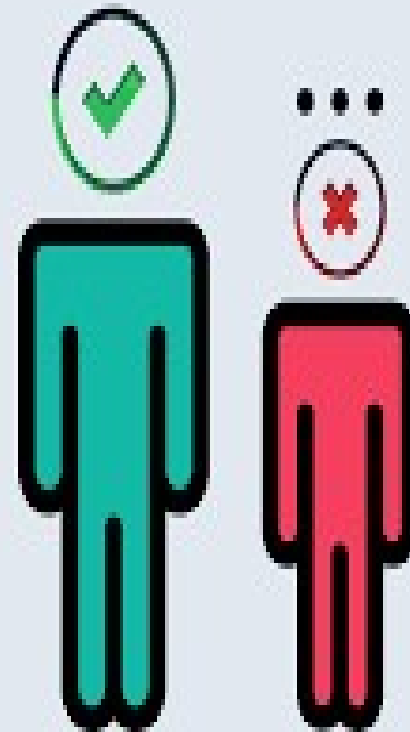
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Consent and Purpose Limitation



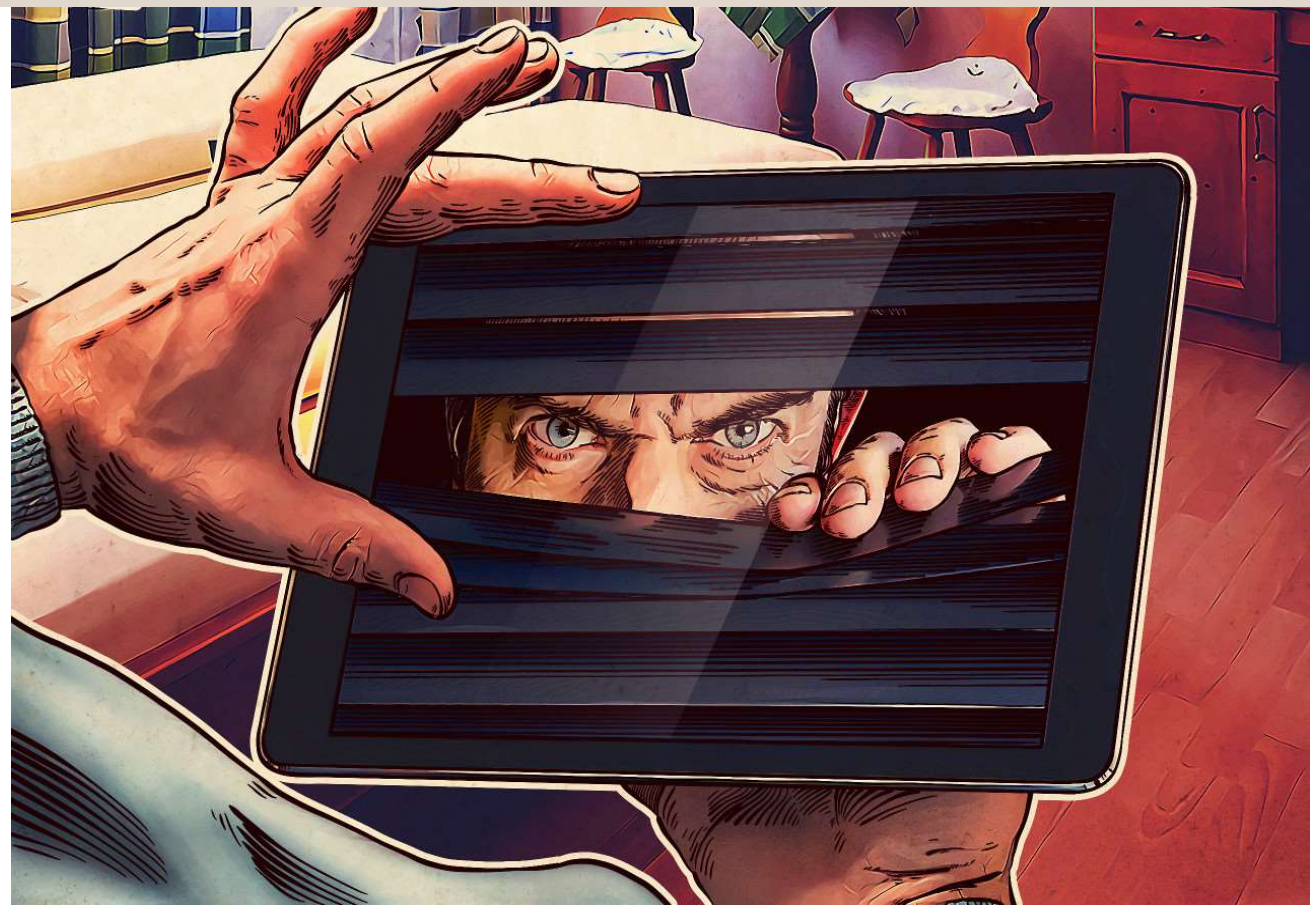


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Profiling and Automated Decision-Making





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Cross-Border Data Transfers





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Accountability and Liability





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Ethical Considerations





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**How to Overcome
these challenge?**





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Ethical AI Framework





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Data Governance and Privacy Impact Assessments





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Algorithmic Transparency and Explainability





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Data Minimization and Purpose Limitation





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Privacy-Preserving Techniques





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Robust Security Measures





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User Empowerment and Consent





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Regular Audits and Assessments





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Collaboration and Industry Standards





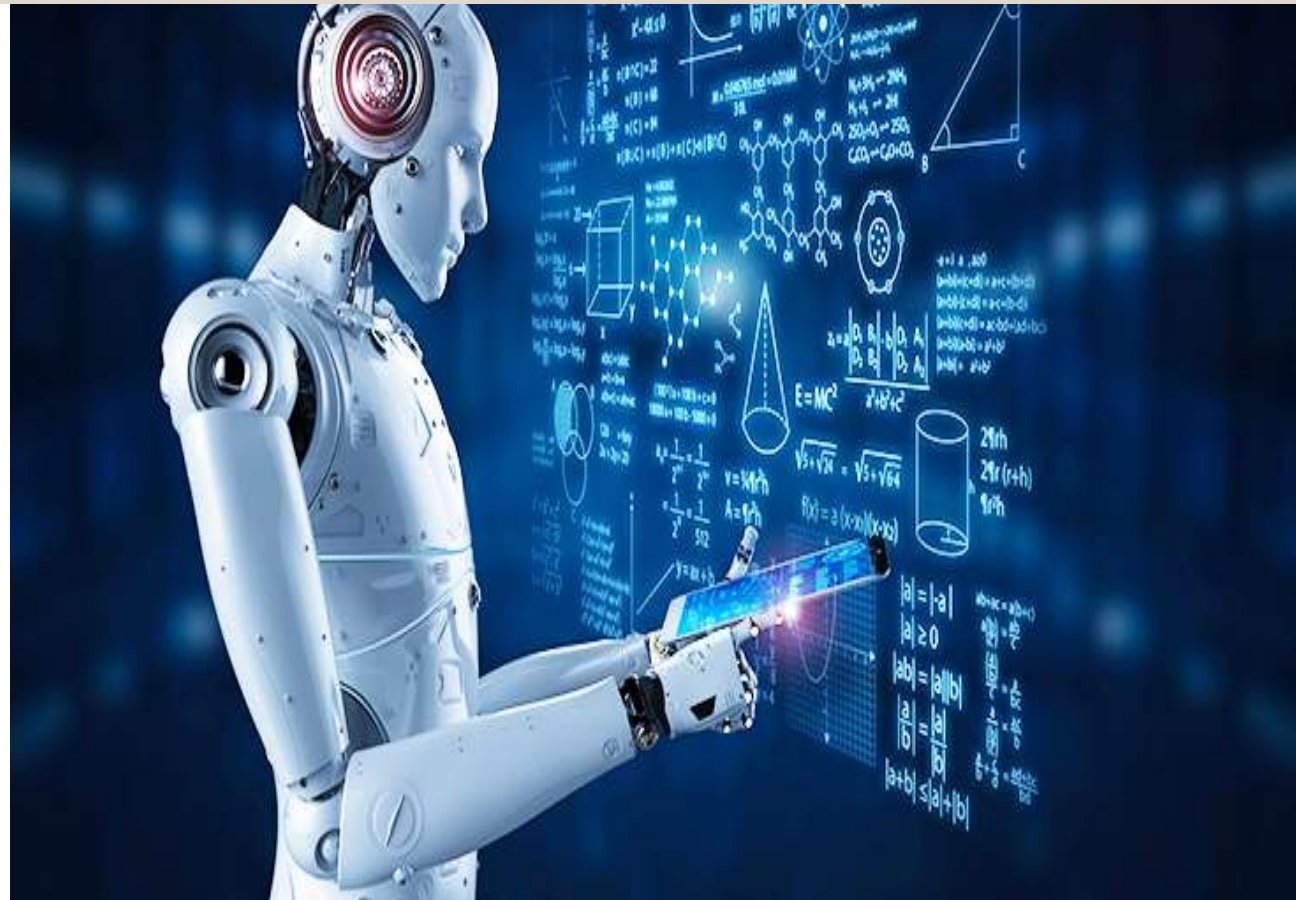
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Continuous Education and Training





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Moving Forward





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