



**WIT-LA**  
*in Collaboration with the*  
**U.S. Commercial Service**  
*is pleased to present*



# Europe's General Data Protection Regulation (GDPR) and EU - U.S. Privacy Shield What You Need to Know to be in Compliance

**GDPR applies to any U.S. company that holds, processes, or transfers EU personal data which includes name, social security number, location, cultural data, has EU staff, sells to EU customers, has a database of prospective EU clients, or monitors behavior online**

**September 27, 2017  
8:30am-1:00pm**

**LONG BEACH MARRIOTT HOTEL**  
4700 AIRPORT PLAZA DRIVE  
LONG BEACH, CA 90815

**\$45 members, \$65 guests**

**Register Today!**

## **Tickets**

Opportunity of one-on-one appointments: Participants will have the option of 1-on-1 counseling sessions with our Commerce representatives to discuss GDPR and Privacy Shield.



NEI credits  
Requested

Women in International Trade - Los Angeles, will offer a half-day program in conjunction with The U.S. Commercial Service, a Privacy Shield expert, & Foreign Commercial Service EU, to inform and help U.S. companies prepare.

### **What you need to know:**

Do you have customers, clients or employees in Europe? Are you interested in selling to customers in Europe in the future? If the answer to either of these questions is yes, join us and learn about how the General Data Protection Regulation (GDPR) may impact your business when it comes into force in May 2018. Failure to comply with the GDPR could result in stiff fines as high as 4 percent of your company's overall revenue.

In 2016, the International Trade Administration of the U.S. Department of Commerce launched the EU- U.S. Privacy Shield Framework to provide U.S. companies with a mechanism to comply with EU data protection requirements when transferring personal data from the EU to the United States. Over 2,300 companies use this program to transfer data. Privacy Shield can play an integral role in many companies' overall GDPR compliance strategy.

## **Speakers**



**Isabelle Roccia,**  
*U.S. Foreign Commercial Service  
Digital Policy*



**Michelle Sylvester-Jose,**  
*Policy Advisor,  
Data Flows and Privacy Team,  
International Trade Administration*

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Women in International Trade - Los Angeles (WIT-LA) is a California non-profit organization founded in 1985 by professional women involved in international trade to provide professional and personal enrichment to its members.