



WIT-LA
in Partnership 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

**How Will the GDPR
 Impact Your Business?
 Avoid Stiff Fines**

**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



NEI credits
 Requested

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.

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