

**GEORGE BLUMENTHAL**



George R. Blumenthal is UC Santa Cruz's 10th chancellor. He joined the campus in 1972 as a professor of astronomy and astrophysics and was named chancellor on September 19, 2007, after serving as acting chancellor for 14 months.

Blumenthal's appointment as chancellor followed many years as a distinguished professor, researcher, and campus leader. As a theoretical astrophysicist, Chancellor Blumenthal made pathbreaking contributions to our understanding of the origin of structure in the universe, including galaxies and clusters of galaxies.

He served as chair of the UC Santa Cruz Division and Systemwide Academic Senates, as the faculty representative to the UC Regents, and as chair of the UC Santa Cruz Astronomy and Astrophysics Department.

He earned his bachelor of science at the University of Wisconsin-Milwaukee and his Ph.D. in physics at the University of California, San Diego.

**TRAVIS LEBLANC**



Travis LeBlanc is chief of the Bureau of Enforcement at the Federal Communications Commission where he leads the Commission's largest organizational unit, including its 24 field offices around the country.

Prior to joining the FCC, LeBlanc served as special assistant attorney general of California and a senior advisor to Attorney General Kamala D. Harris. He oversaw the California Department of Justice's operations and activities involving complex litigation, legislation, and policy matters such as technology regulation, telecommunications, high-tech crime, cybersecurity, privacy, intellectual property, antitrust, and health care. He established California's first high-tech crime and privacy enforcement units.

LeBlanc has an A.B. from Princeton University, an M.P.A. from the John F. Kennedy School of Government at Harvard University, a J.D. from Yale Law School, and an LL.M. in International Law from the University of Cambridge.

**JOSEPH KONOPELSKI**



Joseph Konopelski is a professor of chemistry and dean of the Baskin School of Engineering. Konopelski has served as associate dean of research and chair of the Department of Chemistry and Biochemistry. In addition, he served as chair of the National Institutes of Health's Special Emphasis Panel on Drug Development and Delivery. He has served as vice-chair and chair of the Santa Cruz Division of the UC Academic Senate. His research interests include total synthesis and methodology development, and heterocyclic

chemistry. Konopelski has a B.A. and M.A. from Johns Hopkins University and a Ph.D. from Stanford University.

**JIM DEMPSEY**



Jim Dempsey is the Executive Director of the Berkeley Center for Law & Technology. A leading expert on privacy, Dempsey has experience as a judicial law clerk, a law firm attorney, a Capitol Hill staffer, a non-profit leader, and a Presidential appointee. Before joining BCLT, Dempsey spent 18 years with the Center for Democracy & Technology, serving as its executive director before moving to California to open CDT West. Dempsey led CDT's Global Internet Policy Initiative, which worked with government officials, industry, and human rights organizations on Internet policy issues in developing and transitional countries, and he founded Digital Due Process, a diverse coalition working to update the Electronic Communications Privacy Act. He was confirmed by the U.S. Senate and appointed by the President as a part-time member of the Privacy and Civil Liberties Oversight Board.

**MICHAEL TRONCOSO**



Mike Troncoso is the chair and organizer of the DataLex symposium. He serves as chief campus counsel at UC Santa Cruz. He serves as the campus's chief legal officer and advises on a broad range of legal issues and regularly counsels clients across the University of California system on privacy, cybersecurity and health care matters.

Troncoso has led numerous legal and policy efforts of national dimension. He served as chief counsel and chief of public policy in the California Attorney General's office. In the AG's office, he represented the State of California in a series of unfair competition and securities enforcement actions against the world's five largest banks, which culminated in over \$20 billion in recoveries. Troncoso chaired the Attorney General's executive management team and testified as a policy expert before the California legislature and the United States Senate. He is a graduate of UC Berkeley and Georgetown University Law Center.

**VANESSA BLUM**



Vanessa Blum is managing editor of *The Recorder*, ALM, California's top source for news at the intersection of law, business and technology. Blum is a journalist with more than 15 years of experience covering legal affairs. As a reporter in Washington, D.C., Fort Lauderdale and San Francisco, Blum led award-winning coverage of federal law enforcement and the Justice Department.



# DATALEX: PRIVACY, BIG DATA & THE LAW

TUESDAY, OCTOBER 13, 2015

9:45 AM  
INTRODUCTIONS

10:00 AM  
OPENING ADDRESS, JIM DEMPSEY

10:30 AM–12:15 PM  
PANEL: GENOMICS

12:45 PM  
LUNCH  
Introduction: Chancellor George Blumenthal  
LUNCHEON KEYNOTE: TRAVIS LEBLANC, FCC

2:00–3:00 PM  
PANEL: ALGORITHMIC DISCRIMINATION

3:15–4:30 PM  
PANEL: DATA GOVERNANCE

4:45 PM  
CLOSING RECEPTION  
UNIVERSITY HOUSE

**OLENA MOROZOVA**



Olena Morozova is a post-doctoral scholar in David Haussler's group at the UC Santa Cruz Genomics Institute where she leads the Treehouse Childhood Cancer Project. She is also the scientific lead for the California Kids Cancer Comparison, one of two demonstration projects of the California Initiative to Advance Precision Medicine, a public-private effort recently launched by Governor Brown. Morozova holds a Ph.D. in bioinformatics from the University of British Columbia, Canada and a BSc in molecular genetics and biology from the University of Toronto.

**LIV HASSETT**



Liv Hassett is associate campus counsel at UC Santa Cruz. Hassett joined the university in 2010 and advises on a variety of matters, including research, business and real estate transactions and, increasingly, on big data, information practices, data use and other privacy and technology-related matters. Prior to joining the University of California, Liv worked in private practice as a transactional attorney, primarily in real estate and other business transactions. She received her undergraduate degree and J.D. from the University of California, Berkeley.

**BARBARA EVANS**



Barbara Evans is George Butler Research Professor and director of the Center for Biotechnology and Law at University of Houston Law Center and is an affiliated member of the Center for Medical Ethics and Health Policy at Baylor College of Medicine. She was named a Greenwall Foundation Faculty Scholar in Bioethics for 2010-2014 and conducts an active research agenda including projects funded by the National Institutes of Health and Food and Drug Administration. Her research interests include governance, privacy, and financing issues with large health information networks and tissue repositories; regulatory and judicial uses of evidence from large-scale observational studies; and legal barriers to clinical translation of pharmacogenomics. Evans holds an electrical engineering degree from the University of Texas at Austin; M.S. and Ph.D. degrees from Stanford University; a J.D. from Yale Law School.

**MELISSA BIANCHI**



Melissa Bianchi is a partner at Hogan Lovells and leads the firm's digital health initiative. Her practice focuses on healthcare regulatory issues, with an emphasis on health privacy and health information technology as well as healthcare reform and Medicare Part D. Bianchi advises pharmaceutical and biotech companies, medical device companies, healthcare providers, health plans, and health information technology companies on a wide range of healthcare and privacy issues, with a focus on compliance and policy issues under the Health Insurance Portability and Accountability Act, state law privacy, and human subjects research regulations.

Bianchi has advised numerous pharmaceutical companies on privacy and security issues, including data breach management, development of policies and procedures, and health information exchange. She leads the firm's Digital Health work group, and advises clients on data issues related to wearables, mobile devices, and consumer health and wellness products.

**ATUL BUTTE**



Atul Butte is the Director of the new Institute for Computational Health Sciences at the University of California, San Francisco, and a professor of pediatrics. Butte trained in computer science at Brown University, worked as a software engineer at Apple and Microsoft, received his M.D. at Brown University, trained in pediatrics and pediatric endocrinology at Children's Hospital Boston, then received his Ph.D. from Harvard Medical School and MIT. Butte has authored nearly 200 publications, with research repeatedly featured in the *New York Times*, and the *Wall Street Journal*. In 2013 Butte was recognized by the White House as an Open Science Champion of Change for promoting science through publicly available data. He is also the principal investigator of ImmPort, the clinical and molecular data repository for the National Institute of Allergy and Infectious Diseases.

**ROSLYN MARTORANO**



Roslyn Martorano is the systemwide privacy manager for the University of California, where her duties include working with the system's 10 campuses to develop and implement their privacy programs, providing training and support to campus privacy officials, and building a culture that balances a respect for privacy against the values of autonomy and transparency. Previously she served as chief of staff to the Chief Integrity Officer of New York City's Human Resources Administration, the nation's largest local social services district, which provides public assistance to





more than 3 million New York City residents. Martorano earned a J.D. from Albany Law School and a bachelors degree from Arizona State University.

DOUG EMHOFF



Douglas Emhoff is Venable’s managing director, west coast, overseeing the firm’s offices in Los Angeles and San Francisco. His practice focuses on defending class action matters concerning claims of unfair business practices, the validity of advertising and marketing claims, as well as privacy related cases. He represents clients across a wide variety of industries including health care, media; entertainment; retail, technology; consumer products and services; and financial services.

MANNY ALVAREZ



Manny Alvarez serves as general counsel and chief compliance officer of Affirm, Inc., a San Francisco-based technology start-up providing online point-of-sale consumer financing solutions. He oversees the company’s day-to-day legal and compliance affairs, including negotiating and drafting commercial contracts, managing corporate governance, and advising the business units on marketing, IP protection, and regulatory compliance.

Before joining Affirm he was an attorney at the Consumer Financial Protection Bureau, a federal agency created by the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010. Alvarez is also an alumnus of the Consumer Law Section of the California Attorney General’s Office, where he helped achieve a \$6.5 million settlement against the former-CEO and the former-CEO of Countrywide Financial Corporation for their roles in the company’s predatory mortgage lending practices.

LISE GETOOR



Lise Getoor is a professor in the Computer Science Department at UC Santa Cruz. Her research areas include machine learning and reasoning under uncertainty; in addition she works in data management, visual analytics and social network analysis. She has over 200 publications and extensive experience with machine learning and probabilistic modeling methods for graph and network data. She is a Fellow of the Association for Artificial Intelligence, an elected board member of the International Machine Learning Society, and serves on the board of the Computing Research Association. She was recently recognized as one of the emerging research leaders in data mining and data science based on citation and impact. Getoor received her Ph.D. from Stanford University, her M.S. from UC Berkeley, and her B.S. from UC Santa Barbara.

MARIA SHANLE



Maria Shanle has served as a university counsel in the UC office of the general counsel since 2000. Prior to joining the office she served as deputy city attorney in the City of Alameda’s Attorney’s Office and was an associate at Hanson Bridgett, Marcus Vlahos & Rudy. Shanle’s primary areas of practice include issues relating to FERPA, the Information Practices Act and related privacy issues, the University’s electronic communications policy, the California Public Records Act, Open Meeting laws, and Governance. Shanle is a graduate of Carleton College in Minnesota and UC Berkeley, Boalt Hall.

SARAH GOYETTE



Sarah G. Goyette is an attorney specializing in global privacy and security matters. As a senior attorney at Intel Corporation, Sarah counsels a diverse group of business units on a variety of privacy-related legal issues pertaining to M&A, Internet of Things, new devices, labs research, and privacy incident response. Sarah also serves on the finance committee of the board of directors at Hospice of Santa Cruz County. Prior to joining Intel, Sarah worked as Division Counsel managing the global privacy program at LSI Corporation (an Avago Technologies, Inc. company).

KENT WADA



Kent Wada is chief privacy officer and director, strategic IT policy, for UCLA. Designated as the campus’s first chief privacy officer in 2012, Wada addresses foundational privacy issues that have broad impact on the campus community and the university mission through his role on the executive committee of the UCLA Board on Privacy and Data Protection. He collaborates closely with campus counsel, the chief information security officer, and many others, including the offices that have compliance authority for protection of personal information, to have UCLA be a good steward of this data.

Wada works broadly with the campus, UC system, and subject matter experts to help shape the institutional agenda for technology policy issues of strategic concern—privacy, copyright and illegal file sharing, IT accessibility, information security, and beyond.

JILL BRONFMAN



Jill Bronfman is the director of the Privacy and Technology Project at the Institute for Innovation Law and an adjunct professor of data privacy law at the University of California,

Hastings College of the Law. She has also taught mobile communications at San Francisco State University, and is a former assistant general counsel at Verizon.

A. MARISA CHUN



A. Marisa Chun is a partner at McDermott Will & Emery LLP, where she practices complex business litigation, white collar criminal defense, and intellectual property litigation. Chun served as U.S. deputy associate attorney general at the U.S. Department of Justice, advising department leadership and overseeing certain antitrust, intellectual property, privacy, fraud, and telecommunications matters. She worked with the Commerce and State departments, the Federal Trade Commission, and other federal agencies on privacy issues. She has published on state data protection enforcement efforts and has worked with the California Attorney General’s Office on various issues, including data privacy.

Chun holds a B.A. from Yale University and a J.D. from Harvard Law School.

JUSTIN ERLICH



Justin Erlich serves as special assistant attorney general to California Attorney General Kamala D. Harris. He is the attorney general’s principal policy advisor on technology, data, and the environment. He oversees the Department of Justice’s involvement in issues such as privacy, the sharing economy, cybercrime, cybersecurity, clean tech and open data/big data. Erlich is driving the development of multiple initiatives in the office including open justice, digital forensics laboratories, and citizen engagement/digital strategy. Before coming to the attorney general’s office he was a senior engagement Manager at McKinsey & Co., a strategic management consulting firm. He earned his J.D. from New York School of Law and his A.B. from Harvard College.

JEFF TSAI



Jeff Tsai is a partner at Alston & Bird LLP in its Silicon Valley and Los Angeles offices. He leads the firm’s state attorneys general practice and is a member of the litigation & trial practice and government & internal investigations groups.

Prior to joining the firm, Jeff served as special assistant attorney general on California Attorney General Kamala D. Harris’s executive management team. He oversaw policy issues related to criminal justice, corporate accountability and intellectual property enforcement.

Tsai previously served as a federal prosecutor at the U.S. Attorney’s Office in Miami and the Justice Department’s Public Integrity Sec-

tion in Washington, D.C. In Washington, he also served as senior counsel to the assistant U.S. attorney general.

He received his J.D. from Georgetown University and B.A. from the University of Texas at Austin.

DARNELE WRIGHT



Darnele Liautaud Wright joined the Office of General Counsel, serving as deputy campus counsel at the UC San Francisco campus in 2013. Prior to joining UCSF, Wright was in-house counsel at the University of Miami and her work consisted of a blend of transactional and litigation work. She provided legal guidance on issues involving business transactions, student affairs, collections, labor and employment, export control, health care matters, intellectual property and technology transfer, and general corporate law. She spent her early years after law school working at the law firm Shutts & Bowen, LLP in both their labor and employment and business litigation departments.

RACHEL NOSOWSKY



Rachel Nosowsky joined the UC Office of the General Counsel in 2010. She specializes in the area of research and clinical trials, with a focus on human research protections, FDA regulation, industry-academic relations and related fraud and abuse and conflict of interest matters, reimbursement, health privacy, bio-banking, data repositories, compliance, and misconduct. Nosowsky provides UC medical centers and central campus units with regulatory analysis and advice, supports the university’s response to government inspections and oversight initiatives, and reviews and assists in the negotiation of contracts and other legal documents.

Before joining the university, Nosowsky worked in private practice and as assistant general counsel at the University of Michigan.

Nosowsky is a graduate of Carleton College and UC Berkeley, Boalt Hall.

DENISE DOLEZAL



Denise Dolezal is privacy and information practices director at UC Santa Cruz. Dolezal serves as campus privacy official to infuse understanding across the community in academic and administrative operations about safeguarding, and meaning of, information and autonomy privacy. She received her bachelor of science in finance from Arizona State University.

