ARMA NOVA Chapter Webinar

Wednesday, May 19th, Noon – 1:00 PM ET

Northern Virginia Chapter ARMA NOVA
Building Success Through Relationships

THE NEXT BIG THING: "SMALL" DATA

Dean Gonsowski, Esq., Chief Revenue Officer, ActiveNav, and
Matthew Krengel, Director of Information Retention Counseling, Cooley LLP

Is bigger always better - especially when it comes to data?

A study by the International Association of Privacy Professionals (IAPP) found that over 75% of IT/infosecurity professionals ranked data minimization and data inventory/mapping as the most important privacy functions in mitigating the risk of a data breach. The pithy notion that "all data is good" is proving to be simply inaccurate.

With ever-increasing regulations, such as the recently signed Virginia Consumer Data Protection Act ("VCDPA"), personal data can no longer be collected and stored simply for the sake of it. Companies need to understand what data they are creating, collecting, and storing, as well as the resulting corporate risk associated with housing this data.

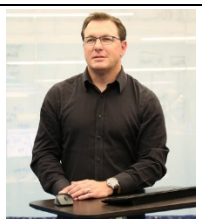
In this lively presentation, ActiveNav's Chief Revenue Officer, Dean Gonswoski, Esq. and Matthew Krengel, Director of Information Retention Counseling at Cooley LLP will cover:

- *How to build in minimization concepts during the earliest phases of a data accumulation program*
- *How to maximize data value while minimizing data*
- *Why data minimization is vital for operationalizing a data governance and privacy program*

No cost to register!

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Dean Gonsowski is ActiveNav's Chief Revenue Officer. As a former litigator/GC/AGC, Dean has a proven track record of accelerating the rapid development of high growth, venture backed software companies (such as Relativity/kCura, Clearwell/Veritas, Recommind/Opentext). Dean is a strategic thinker and change agent able to recognize nascent market trends, synthesize competitive positioning, formulate go-to-market plans and execute on market-making activities. Dean is also an industry recognized evangelist, thought leader and speaker, with the proven ability to generate compelling content, deliver it dynamically and build communities.



Matt Krengel counsels clients of international law firm Cooley LLP on data and records retention and governance, including policy and program development and implementation. He helps clients at the organizational level navigate compliance with regulatory and legal requirements and develop comprehensive and tailored corporate governance plans regarding enterprise data as well as designing other important governance policies, such as social media, BYOD, permissible use, and data disposition. Matt has extensive knowledge and experience with ediscovery law, the management of electronically stored information in litigation, the legal and practical application of document retention and preservation practices, data collection, evidentiary review and production.

Date: Wednesday, May 19, 2021

Registration: Go to https://arma-nova.org/meetinginfo.php?id=76&ts=1617201736 *to register for the webinar. The webinar will not be recorded – you must be present to participate!*

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