



Is Our Personal Data Really Safe and Secure: A Review of the Recent Data Attacks

A Joint Informational Hearing of the
Assembly Judiciary and Assembly Banking & Finance Committees
February 18, 2014 / State Capitol Room 4202
1:30 (or Upon Adjournment of Session) – 4:30 pm

Introduction by the Chairs (*5 minutes – 1:30-1:35 pm*)

- I. How Does the "Point of Sale" Payment Card System Work, and What Went Wrong In the Recent Breaches Involving Large Retailers?**
(*30 minutes – 1:35-2:05 pm*)

Panelists:

- **Alex Alanis**, Vice President, State Government Relations, California Bankers Association
- **Rachel McGreevy**, VP, State Government Affairs and Community Relations, MasterCard
- **Lenny Goldberg**, Privacy Rights Clearinghouse

- II. How Could These Mega Data Breaches Have Been Prevented?**
(*50 minutes – 2:05 – 2:55 pm*)

Panelists:

- **Bill Dombrowski**, President & CEO, California Retailers Association
- **Jen Beser**, Sr. Director Global Corporate Initiatives, Visa
- **Jamie Court**, Consumer Watchdog
- **Norma Garcia**, Consumers Union

- III. Are These Recent Data Breaches Covered by Existing California Law?**
(*30 minutes – 2:55 – 3:25 pm*)

Panelists:

- **Ed Berberian**, Marin County District Attorney
- **Lee Tien**, Electronic Frontier Foundation

IV. How If At All Should California Law In This Area Be Updated? *(50 minutes - 3:25– 4:15 pm)*

Panelists:

- **Diana Dykstra**, CEO, California Credit Union League
- **Norma Garcia**, Consumers Union
- **Lenny Goldberg**, Privacy Rights Clearinghouse

Public Comment *(10 minutes -- 4:15 – 4:25 pm)*

Chairs' Closing Remarks *(5 minutes – 4:25 pm-4:30 pm)*
