

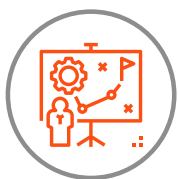
APCO Worldwide:

Helping Global Technology Clients Navigate Privacy Policy Issues

OVERVIEW

APCO Worldwide's global technology team has extensive experience helping multinational companies shape and successfully navigate the complex privacy landscape. Our experts have deep connections to and regularly engage with the policymakers and stakeholders to ensure that society can use data for good and be confident that the privacy rights of individuals are protected. Our privacy work is conducted in the context of the wide array of technology policy issues, particularly those concerning the handling of personal data.

Our Services



Policy Intelligence, Issue Monitoring and Risk Assessment

Preparation of periodic reports which summarize key privacy policy developments and assess their impact on our clients' operations.



Stakeholder Mapping and Engagement Strategy

Identification of the key stakeholders on privacy issues, including delineation of their responsibilities and perspectives. We map the full range of stakeholders including policymakers, regulators, influencers and media. We also develop bespoke engagement strategies based on their positions and connections.



Advocacy

Provision of advocacy services to advance the interests of our clients in the privacy policy development process. This includes not only direct engagement with key government stakeholders, but also the mobilization of individuals and organizations whose opinions matter in policy and public discussions on privacy issues.

Our Team

To meet client needs around the world and around the clock, APCO has staff based in major business, financial, political and media capitals throughout the Americas, Europe, the Middle East & Africa and Asia Pacific regions. Our technology practice is expert at devising and executing integrated strategies to help clients navigate complex regulatory environments, capitalize on new market opportunities and mitigate threats.

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OUR PRIVACY LEADERSHIP TEAM



Europe
Andreas Constantinides



Americas
Gadi Dechter



China
Bruce Fu



Southeast Asia
JJ Lee



MENA
Nicholas Labuschagne



India
Yash Kansal



Senior Advisor
Kim Gagné¹



Senior Advisor
Stuart Brotman²



Senior Advisor
Susan Molinari³



Senior Advisor
Michał Boni⁴

1. Current Board Chairman of ID2020 and former senior director of industry affairs for Microsoft.

2. Global expert on digital privacy and cybersecurity, and former Chief of Staff of the National Telecommunications and Information Administration.

3. Former United States Congresswoman and former vice president of public policy for the Americas for Google.

4. Former Minister of Digital Affairs in Poland and former Member of the European Parliament (2014-2019).

If you would like more information, please contact: Andreas Constantinides at aconstantinides@apcoworldwide.com.

REPRESENTATIVE ENGAGEMENTS

- Tracking and risk assessment of privacy policy developments across the G-20 for a major technology multinational.
- Successfully advocating for changes to China's National Cybersecurity Law on behalf of one of the world's leading credit reporting agencies.
- Providing counseling and successful advocacy services to several major technology companies regarding revision of the EU Data Protection Directive (GDPR).
- Advising a web-based communications firm regarding potential regulatory and stakeholder responses to a proposed payments service in India.
- Developing a stakeholder engagement plan to assist a ride-hailing group expand the range of its services in Southeast Asia.
- Helping a technology trade association fashion its responses to privacy policy developments at the U.S. federal and state levels.