

---

# **ACC DOCKET**

*INFORMED. INDISPENSABLE. IN-HOUSE.*

---

## **Committee Spotlight: IT, Privacy, and eCommerce**

### **Interviews and Profiles**



**K Royal**

---

DIRECTOR

TRUSTARC

SAN FRANCISCO, CA; PERSONALLY BASED IN SCOTTSDALE, AZ

---

This industry moves fast. We need to get accurate information to our members in a timely fashion. Many of our members are not in this area full time, so they have to pick up the most useful and practical information in a manner and forum that works well.

**Tell us about your background and your law department.**

I am a registered nurse turned attorney who gravitated into privacy through healthcare, then expanded globally into other industries (mostly technology and medical devices). I work for TrustArc, a global privacy compliance and risk management company. I graduated from the Sandra Day O'Connor College of Law at Arizona State University and am in the dissertation phase of my PhD in public affairs at the University of Texas in Dallas. In addition to my global privacy work, I am an adjunct professor at my law school alma mater, engaged in numerous volunteer activities, and am the reigning Ms. North America Universal Elegance (a new competitive activity that helps me relax from the pressures of global privacy upheaval — I love it!).

**What interested you in the in-house practice of law, and how did you come to be an in your current position?**

I was a non-traditional (meaning older and a mom) law student. Upon graduation, I worked for the law school running the pro bono and student life. But when my husband's job moved us to Texas, we found out quickly that the nation was in a downturn. Given my healthcare background, I started at a national urgent care provider in regulatory affairs (a non-attorney role). Within 18 months, I was the privacy and security officer — in charge of regulatory affairs and compliance for over 300 clinics across the United States, plus 250 on-site clinics, utilization reviews, flu shot fairs, wellness programs. So when I saw the position at Align Technology — makers of Invisalign — as their first privacy counsel, I said, "why not me?" and was honored to be hired. It was my first "attorney" job, and I realized I fit like a square peg in a square hole. I have simply expanded from there.

**What is the single greatest challenge that your law department is facing today, and how are you dealing with it?**

Privacy regulations! No, seriously, global or not, managing personal data and corporate knowledge assets properly is a huge challenge. Companies are focused on revenue and not preventing loss. But improper data management can make your products or services illegal in many countries.

**In October 2016, you were elected chair of the IT, Privacy, and eCommerce Committee. Tell us how you got involved initially.**

I joined because of the privacy element. I got involved because I can't stay quiet. I became publications chair, then membership chair, and then I was asked to jump to vice-chair when the current one stepped down. No one objected loudly, so I subsequently became chair. I love this

---

committee.

It seems that privacy is the hottest topic. We are surveying our members to see the allocation to IT vs. privacy vs. eCommerce among our members.

**What are some of the ways the IT, Privacy, and eCommerce (ITEPC) Committee provides value to its members?**

This industry moves fast. We need to get accurate information to our members in a timely fashion. Many of our members are not in this area full time, so they have to pick up the most useful and practical information in a manner and forum that works well. We work well. From our “privacy in a box” series to egroups, resources, and programs — we deliver what the members say they need.

**What substantive practice issues does your committee address?**

It seems that privacy is the hottest topic. We are surveying our members to see the allocation to IT vs. privacy vs. eCommerce among our members. Nowadays, though, who doesn't touch privacy (personal data or corporate) at some level?

**How has the ITPEC Committee helped you in your career?**

I found my first corporate job through ACC. From there, my involvement has come through contacts, connections, networking, and needs. ITPEC has led to many opportunities and people that have been invaluable in my career progression.



---

[Association of Corporate Counsel](#)



Staff

ACC