

Business Risks & Opportunities: How Data Practices Shape Privacy, Trust, and Business Outcomes

Witness Testimony of Debbie Reynolds "The Data Diva"

Global Data Privacy and Emerging Technology Expert

[Vermont Senate & House Committee on Commerce and Economic Development](#)

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Professional Recognition

Global Recognition

With over two decades of experience, I have been recognized as one of the Top 8 Global Privacy Experts and a top 30 CyberRisk Communicator.

Media Presence

My insights have been featured in The New York Times, Forbes, Bloomberg, Wired, Business Insider, PBS, and USA Today.

Expert Credentials

1 Podcast Host

Host of the #1 award-winning global podcast "The Data Diva Talks Privacy," which has reached listeners in over 158 countries, providing thought leadership on critical data privacy and emerging technology issues, 1 million+ downloads

2 Keynote Speaker

Keynote speaker at leading organizations, including TikTok, PayPal, Johnson & Johnson, S&P Global, and Uber, where I have shared expert insights on data privacy, cybersecurity, and regulatory compliance.

3 IEEE Committee Chair

Chair of the Industry Connections, IEEE Cyber Security for Next Generation Connectivity Systems Committee, focusing on human control of data and data privacy.

4 IoT Advisory Board Member

One of 16 members of the U.S. Department of Commerce Internet of Things (IoT) Advisory Board, where I help provide advise on data privacy and technology standards.

5 U.S. Senate Speaker

A recent speaker addressing the U.S. Senate and staff, where I provided expert insights on data privacy and cyber risks affecting individuals and organizations.



"The innovation that helped a car go faster was brakes."

Liz MacPherson, Deputy Privacy Commissioner, Office of the Privacy Commissioner, New Zealand

The Data Diva E274 - Liz MacPherson and Debbie Reynolds - "The Data Diva" Talks Privacy Podcast. 2026.
www.buzzsprout.com <https://www.buzzsprout.com/1734607/episodes/18553068-the-data-diva-e274-liz-macpherson-and-debbie-reynolds>



Data Guardrails Accelerate Innovation

Innovation accelerates when controls exist

Control enables confidence at speed

Systems can grow and scale best when controlled



What is the Data Landscape Like Today?

- Data systems are becoming more complex
- Businesses want to avoid compliance headaches and barriers
- People want more transparency and agency with their data
- Trust is the new Gold



What Businesses Are Worried About?

“

"This will increase our operating costs."

“

"This is too complex for everyday businesses to manage."

“

"This puts us at a disadvantage compared to other states."

”



What are the **Real Risks** for Businesses?

Loss of trust → loss of revenue

Expensive hidden data liabilities

Reactive data fixes cause business disruption

Why Transparency and Agency are **Vital**

Transparency clarifies how personal data is used

Agency helps individuals to understand data uses and make choices

Transparency and agency are foundations of privacy





Why Privacy Expectations Matter to Businesses

Clear expectations reduce enforcement and legal risk

Consistency prevents reputational and customer fallout

Predictability lowers long-term cost and business disruption



What This **Unlocks** for Businesses



Faster data decisions with fewer roadblocks



Adoption of new technologies without constant rework



Growing business without escalating data risk

The Biggest Business Risk Is Doing Nothing



Data problems get more
expensive the longer they are
ignored

Lack of clarity creates avoidable
exposure

Late fixes cost more than
prevention

Key Takeaways

1

Guardrails accelerate innovation

2

Transparency and agency are vital to data privacy

3

Doing nothing leads to a higher data risk and business disruption

4

Trust is the new Gold

Contact

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