



**Brian Segobiano, CIPP/E**

**Managing Director and Chief Privacy Officer**

Investigations | Privacy | Cybersecurity | Data Analytics

+1.312.860.8025

[bsegobiano@epsilonconomics.com](mailto:bsegobiano@epsilonconomics.com)

## Summary

Brian Segobiano is and Managing Director at Epsilon Economics and Epsilon Life Sciences. Brian leads the Data and Technology practice which focuses on Privacy, Cybersecurity, Health Information Compliance, and Data Analytics. He brings a unique blend of first-hand experience as a database coder, as well as a Data Protection Officer (DPO) who understands privacy at the technical level on how information proliferates through an organization and third parties. Brian has worked across highly regulated industries including genetic testing, connected devices, digital health, pharmaceuticals, financial services, retail, eCommerce, manufacturing, and hospitality. He is regularly retained to conduct expert forensic analytics in data-intensive matters, including online tracking litigation and investigations related to the use of pixels and other technologies on websites and mobile applications. Brian is the 2023-2024 co-chair for the Chicago IAPP KnowledgeNet chapter.

He has extensive experience supporting organizations and counsel in complex disputes and investigations through data analytics, forensics, and e-discovery. Brian has a background in database coding, marketing technology, business intelligence development, and low-code application development. He has led global investigations requiring the collection and analysis of vast terabytes of structured and unstructured data sources. Brian has extensive expertise as an expert consultant evaluating online tracking technologies on current and historic versions of websites and mobile applications for internal investigations, regulatory enforcement, or class action litigation.

As a Certified Information Privacy Professional (CIPP/E), Brian works with organizations and their counsel to evaluate and mature privacy and cybersecurity programs and support related investigations and litigation. His experience covers laws such as the GDPR, CPRA, HIPAA, LGPD and other emerging US and international regimes. He frequently supports technically intensive initiatives such as website and AdTech privacy matters, data mapping, and technology implementations in addition to third-party risk management, cybersecurity assessments, and software implementations. Brian serves as a third-party Data Protection Officer (DPO) and the Chief Privacy Officer for the firm.

Brian is a frequent webinar panelist, podcast guest, author, and speaker at industry and trade groups on emerging topics in data privacy and technology. This includes the International Association of Privacy Professionals (IAPP), Data Protection World Forum, the Association for Data and Cyber Governance and Pharmaceutical Compliance Congress and Privacy + Security Forum. Brian is a member of the NIST Privacy Workforce Working Group which is a group of private, public, and academic professionals developing standards for tasks, knowledge, and skills for organizations' people to build and maintain privacy programs.

In his free time, Brian serves as a Board Member for the Bloomington-Normal, IL YMCA. He is also the President of the Board for the Bloomington Knockers Youth Football and Cheerleading Program in Bloomington, IL. Founded in 1957, the program uses the sports of flag football, tackle football, and cheerleading to promote values of diversity, hard work, and teamwork in over 300 athletes from kindergarten through 8th grade.

## Education and Certifications

- Bachelor of Business Administration, Finance, University of Notre Dame
- Healthcare Compliance and Data Analytics Certificate, Seton Hall School of Law
- Cybersecurity Certificate, Ithaca College
- Certified Information Privacy Professional (Europe), IAPP
- Certified Privacy Professional, OneTrust

## Professional Experience

- **Epsilon Life Sciences, LLC | Data, Privacy, and Cybersecurity**  
Managing Director: Data, Privacy & Cyber Service Leader, 2021 – present
- **Ankura Consulting Group | Privacy and Cybersecurity Practice**  
(Navigant's DFLT practice was acquired by Ankura)  
Managing Director 2019 - 2021
- **Navigant Consulting, Inc. | Disputes, Forensics and Legal Technology Practice**  
Director 2018 - 2019  
Associate Director 2014 - 2018  
Managing Consultant 2011 - 2014  
Senior Consultant 2010 - 2011
- **Huron Consulting Group | Disputes and Economics Practice**  
Senior Analyst 2009 - 2010  
Analyst 2007 - 2009

## Professional Affiliations

- International Association of Privacy Professionals
- IAPP Chicago KnowledgeNet Chapter Chair
- National Institute of Standards and Technology (NIST) Privacy Working Group
- Association for Cyber and Data Governance

## Key Areas of Expertise

- Online Tracking Investigations
- Privacy Compliance (GDPR, CCPA/CPRA, HIPAA, LGPD, US State Laws)
- Data Inventory and Mapping
- Data Protection Officer (DPO)
- Third-Party Risk Management Programs
- Technology Implementations
- Legal Technology and eDiscovery
- Data Analytics
- eDiscovery

## Online Tracking Investigations and Litigation

- **Online Tracking Privacy Litigation, Healthcare Provider:** Retained to conduct current state forensic analysis, historical evaluation, and remediation validation for healthcare provider facing class action lawsuit related to online tracking. Led the review and analysis of over 100 instances of current and prior websites and mobile applications to determine the nature of the information potentially shared with third parties over 10+ year period.
- **Online Tracking Privacy Litigation, Healthcare Provider:** Retained to conduct current state forensic analysis, historical evaluation, and remediation validation for healthcare provider facing class action lawsuit related to online tracking. Led the review and analysis of over 100 instances of current and prior websites and mobile applications to determine the nature of the information potentially shared with third parties over 10+ year period.
- **Online Tracking Privacy Litigation, Health System:** Worked with counsel to identify responsive systems, conduct preservation and data collection, and early case assessments for health system facing class action related to the use of online tracking technologies.
- **Online Tracking Remediation, Health System:** Retained to provide advisory, data architecture guidance, and technical validation and testing for health system converting traditional analytics and marketing technologies to a first-party solution.
- **Online Tracking Privacy Litigation, Behavioral Health:** Supported online telehealth provider facing class action litigation related to their collection and sharing of potentially identifying medical information. Conducted network traffic inspection of current-state website, simulated analyses for instance of prior-state website, reviewed third-party platform data systems to evaluate the nature and volume of information transferred against allegations in complaint.
- **Website Privacy Analysis, Hospitality:** Conducted review of the website portfolio for holding company of several boutique hotels. Conducted reconciliation of tags, cookies, and pixels to current CMP system and review of the effectiveness of user opt-out choices. Worked with third-party marketing agency to make additional configurations to remediate gaps identified in review.
- **Website and Mobile App Privacy Investigation, Health System:** Conducted review of one of the largest health system's website and mobile app portfolio to determine categories of personal and medical information transmitted to third parties. Worked with counsel to summarize the information being shared as part of their analysis and work with client IT, Marketing, and external agencies to develop future-state data flows and redaction protocols.
- **Online Tracking Investigation, Online Dermatology:** Conducted current-state and prior-state website privacy analyses to determine categories of personal and medical information transmitted to third-parties. Evaluated website markup code and tag management tools to determine whether changes made by client teams restricted information sharing as desired.

## Privacy and Cybersecurity Experience

- **Cybersecurity and Privacy Assessment, Genetic Testing:** Conducted NIST Privacy maturity assessment for genetic testing organization.
- **Cybersecurity and Privacy Assessment and Roadmap, Online Beauty Retailer:** Led the cybersecurity risk assessment and roadmap development for an online beauty retail brand which sold direct-to-consumer as well as through healthcare provider channels.
- **Expert De-identification Opinion, Medical Association:** Evaluated proposed process for data sharing between a medical association clinical database and device manufacturer for FDA reporting. Provided Expert Opinion on likelihood of reidentification and requirements for mitigation under HIPAA.
- **Cybersecurity Program Strategy, Connected Medical Device:** Developed strategy and board presentation to outline plan for Cybersecurity program development, certification and maintenance for a company manufacturing a connected implant and data management platform for remote patient monitoring.
- **Cybersecurity and Privacy Assessment, Telehealth Provider:** Led the cybersecurity and privacy maturity assessment and development of roadmap for direct-to-consumer telehealth and dermatology company.
- **Data Mapping, Healthcare Claims Processor:** Designed and oversaw the development of a data inventory of a health claims processor covering HIPAA, GDPR, and other data protection laws.

- **Data Mapping, Fortune 500 Retailer:** Led the development of the global data inventory for a Fortune 500 retailer with operations in the US, Central America, South America, and other jurisdictions.
- **Privacy and Cybersecurity Assessment, Contract Research Organization:** Led the privacy risk assessment and roadmap development for a start-up CRO which provided clinical operations and patient recruiting services.
- **Global Privacy Program Development, Medical Device:** Led the planning and execution of project to enhance global medical device manufacturer's privacy program to account for new US State Laws and changes in European cross-border data transfers.
- **Global Privacy Program Development, Large Vehicle Manufacturer:** Led the privacy assessment and program target operating model development for manufacturer of large truck and engine manufacturer and associated financing company.
- **Privacy Technology Implementation, Consumer Fitness:** Led the vendor evaluation, selection and eventual configuration and implementation of privacy management software for a global health and fitness company.
- **Privacy Assessment, Health Security:** Led the privacy risk assessment and roadmap development for a start-up health screening company which provides on-site testing services for film production and events.
- **Global Data Mapping, Telehealth:** Oversaw the global data mapping engagement for telehealth provider. Work included coordination of functional, process, and application interviews across 20+ countries and various business units.
- **CCPA Program Development, Financial Institution:** Led comprehensive engagement to develop and implement CCPA compliance program for top-100 U.S. Bank. Coordinated privacy, security and data governance team conduct a privacy readiness assessment, develop a comprehensive data map across business units and product areas, development and operationalization of policies and procedures, and implementation of technologies and processes for consumer rights management.
- **Global Privacy Program Enhancement, Financial Services:** Conducted a risk assessment and provided remediation activities to help mature and standardize the global privacy program for a global trading firm with operations across the world, including the U.S., China, India, EU, and other jurisdictions.
- **CCPA Program Development, Professional Sports, and Arena Management:** Implemented technology and developed a comprehensive data map of assets and processes for an organization with high volumes of personal information.
- **Data Mapping, Medical Publishing Company:** Implemented technology and developed a comprehensive data map of assets and processes and conducted a risk assessment in advance of CCPA.
- **Privacy Office Management, Biopharmaceutical Manufacturer:** Led team of experts across privacy, healthcare compliance, security, and ad tech to provide risk assessment, management, and mitigation services.
- **Data Mapping, Genetic Testing:** Led team that collaborated with outside counsel to develop a custom data mapping process to inventory and assess privacy risk across complex processes supporting direct-to-consumer and commercial partnerships in genetic testing and bioinformatics.
- **GDPR Program Development, Healthcare and Life Science Sector:** Led numerous engagements focused on the development and operationalization of GDPR compliance for clients including medical device manufacturers, biotechnology, medical research, pharmaceutical manufacturers, and digital health which ranged from pre-commercial organizations conducting clinical trials to established global organizations with complex supply chains as well as extensive customer and patient interactions.
- **CCPA Compliance, Financial Institution:** Assessed gaps in the current privacy risk management structure, developed data inventories and mapping of personal information, and developed a roadmap for program development and implementation for a top 25 US financial institution.
- **CCPA Data Mapping, Retailer:** Led the data inventory and mapping exercise for an \$8 billion private retail and hospitality company with four separate legacy retail companies and large resort operations. Identified high risk processing activities and third parties and developed roadmap to implement consumer rights management system.
- **Data Protection Impact Assessment, Digital Health:** Conducted DPIA for digital health company launching a new connected device product in the European Union. Worked with counsel and technical subject matter experts to document the lifecycle and uses of personal data and the associated risks for the organization.

- **GDPR Program Development, Manufacturing:** Supported global manufacturing client with over \$9 billion in annual revenue across 30 operating companies and over 100 unique brands to develop a GDPR compliance program roadmap and create a global data inventory.
- **GDPR Program Development, Food and Aerotech:** Supported global client to conduct a privacy gap assessment, execute a roadmap operationalizing compliance, and implement privacy management software.
- **GDPR Program Development, Transportation:** Led the engagement for the US group entity of an EU-based global transportation organization to assess their current state of privacy management, execute a roadmap for operationalizing compliance, and develop an inventory of personal data processing activities and current data retention periods.
- **Forensic Health Insurance Portability and Accountability Act (HIPAA) Investigation, Healthcare Provider:** Assessed user activity in the client's electronic health records system to determine whether HIPAA violations occurred during transition from legacy to new system.

## Other Disputes and Litigation

- **Anti-Kickback, Lab Testing:** Led the collection and analysis of data relating to interactions between a lab testing company and HCPs via invites and attendance at professional events. Directed team on the analysis of attendee data with fair-market value information to develop a quantified exposure model.
- **False Claims and Anti-Kickback, Pharmaceutical Manufacturer:** Supported the analysis for an expert report and rebuttal delivered prior to settlement in a qui tam case related to the use of drug samples, the compliance program associated with sampling and the potential impact on government pricing. This report included a review of over a decade of sampling and sales data.
- **False Claims Investigation, Dental Group:** Led the analysis of dental claim and procedure data for national dental practice involved in a False Claims litigation. Oversaw the collection, aggregation and analysis of claim, procedure, accounting, time clock, and healthcare credentialing data to quantify potential exposure by practice and physician.
- **Biometric Information Privacy Act (BIPA) Lawsuit, eCommerce Retailer:** Oversaw the collection and analysis of social media image processing under BIPA. Supported expert review of application code to determine level of exposure for client.
- **Shareholder Lawsuit, Pharmaceutical Company:** Analyzed historical Food and Drug Administration (FDA) review and approval data for a client involved in shareholder lawsuit.
- **Equal Employment Opportunity Commission Investigation, Technology Company:** Collected and analyzed historical talent acquisition, resume, and employment administration data in both structured and unstructured formats. Supported statistical sample selection and analyses to support response to claims made in an EEOC complaint.
- **Tax Evasion and Global Wire Transfer Analysis, International Banking Institution:** Led the analysis of worldwide wire transfer activity related to claims of money laundering and tax evasion.
- **Sexual Misconduct Investigation, eCommerce Retailer:** Led the collection and analysis of vendor complaint data as part of the client's investigations of vendors and suppliers. Analyzed communications across email, IT ticketing, and customer feedback systems.
- **Anti-Money Laundering, Regional Bank:** Developed a custom transaction monitoring and reporting system for investigation into potentially suspect transactions and high-risk accounts.
- **Risk and Compliance Data Visualization, Life Science Industry:** Created an application that used public and client data to identify transactions and customers at high risk for government investigations under the False Claims Act, Anti-Kickback Statute, or high-risk opioid prescription.
- **Loan Origination and Underwriting Analysis, Financial Institution:** Oversaw the collection, review, and production of more than one billion pages of documents for a client involved in numerous disputes over disclosure related to subprime mortgage-backed securities.
- **False Claims, Durable Medical Equipment:** Lead for an analysis and investigation of billing practices associated with a Durable Medical Equipment provider, including reviews of medical necessity, coding, and related document management. Developed exposure model and provided counsel quantification of the potential refund required to Government.
- **Employment Litigation, Multiple Organizations:** Collected, aggregated, and analyzed time clock, computer logging, payment and facility access badge data for multiple clients facing lawsuits claiming off-

clock work without compensation. Developed dynamic exposure models supporting settlement mediation and trial exhibits.

## Analytics and Business Intelligence

- **Transparency Reporting, Life Science Industry (multiple):** Developed processes for organizations to automate the collection, analysis, and reporting of transactions for reporting to state, federal and other international transparency laws. Implemented pre-reporting analyses, alerts, and benchmarking for organizations to proactively monitor and investigate patterns and individual outlier transactions.
- **Custom Dashboards, Pharmaceutical Company (multiple):** Developed the underlying analytics and the unique tools for measuring prescriber satisfaction, brand awareness, and key opinion leader sentiment on behalf of the client's sales and marketing teams.
- **Risk and Compliance Data Visualization, Life Science Industry:** Created an application that used public and client data to identify transactions and customers at high risk for government investigations under the False Claims Act, Anti-Kickback Statute, or high-risk opioid prescription.
- **Business Intelligence Dashboard, Healthcare Industry (multiple):** Led the development of a commercial application that allowed healthcare systems to analyze their commercial reimbursements against others at the metropolitan, facility, payer, and service-line levels.

## Thought Leadership and Speaking Engagement

- *Article:* FTC Bans Data Broker from Selling Sensitive Data 1/2024
- *Panelist:* Privacy+Security Forum: Pixelated Privacy 11/2023
- *Panelist:* Pharmaceutical and Medical Device Compliance Forum: Pixels and Privacy: Navigating the Litigation and Enforcement Landscape of Website and Mobile App Privacy 10/2023
- *Panelist:* King & Spalding Privacy and Cyber Summit: Privacy and Breach Class Actions: The Expanding Risk 10/2023
- *Article:* The Bittersweet Truth: Pixels, Cookies and Privacy on the Web 07/2023
- *Panelist:* Chicago Bar Association Cyber Law and Data Privacy: Overview of the Colorado Privacy Act 03/2022
- *Panelist:* Intellectual Property Lawyers Association of Chicago: Overview of the California Privacy Rights Act 11/2022
- *Panelist:* Chicago Bar Association Cyber Law and Data Privacy: Overview of the Colorado Privacy Act 03/2022
- *Panelist:* IAPP Chicago, IL: Overview of China's Personal Information Protection Law, 02/2022
- *Article:* Policy and Medicine Compliance Update: Impact of US State Privacy Laws 01/2022
- *Panelist:* IAPP Cleveland, OH KnowledgeNet: Overview of the Virginia Consumer Data Protection Act, 12/2021
- *Article:* Policy and Medicine Compliance Update: Building Blocks of a Global Privacy Program 10/2021
- *Expert Faculty:* Association for Data and Cyber Governance Data Protection and Privacy Specialist Course, 02/2021
- *Webinar:* Data Protection World Forum: Practical Steps for Building and Maintaining a De-Risked, Compliant Data Inventory 12/2020
- *Panelist:* IAPP Denver, CO KnowledgeNet: Vendor Risk Management Best Practices 12/2020
- *Panelist:* IAPP Austin, TX KnowledgeNet: Vendor Risk Management Best Practices 12/2020
- *Webinar:* What the Schrems II Decision Means for your Data Transfers, 08/2020
- *Podcast:* P3 Project Privacy Podcast: Data Mapping 101, 07/2020
- *Webinar:* Ankura Privacy Series: CCPA is in effect, now what? 02/2020
- *Webinar:* Ankura Privacy and Cyber Brief (multiple presentations) 2020

- *Conference Panelist:* CBI MedTech Compliance Congress: Practical Approaches to Ensure Data Privacy and Mitigate Cybersecurity Risks, 06/2019
- *Article:* JD Supra: Best Practices for Third Party Risk Management, 05/2020
- *Webinar:* American Health Lawyers Association: GDPR Series, 05/2019
- *Podcast:* Data Privacy and the Changing Landscape of Global Privacy Regulations, 04/2019
- *Webinar:* Duane Morris Webinar: Understanding the CCPA, 04/2019
- *Webinar:* Pillsbury Winthrop Shaw Pittman: Introduction to the CCPA, 2018
- *Podcast:* Navigant on Healthcare: Impact of the GDPR on Healthcare, 2018
- *Conference Panelist:* West Coast Compliance Congress: GDPR Expert Panel, 2018