



**Rebecca Shore, VP, Chief Privacy Officer, Albertsons Companies**

Rebecca is a global privacy leader and strategic planner who currently serves as VP and Chief Privacy Officer at Albertsons. Throughout her career, she has focused on data privacy, policy development, and strategic and operational planning. Prior to Albertsons, she built a career and a privacy program at Under Armour, advancing from Associate Counsel to Director and Senior Counsel of the company's global privacy program. Rebecca earned her JD at the University of Maryland, where she has also taught as an adjunct professor.



**Cobun Zweifel-Keegan, Managing Director, D.C., IAPP**

Cobun Zweifel-Keegan is the Managing Director of IAPP, Washington, D.C. Through this role, Cobun works to integrate the diverse voices of privacy professionals into the evolving tech policy conversation, engaging with business representatives, civil society, congressional leaders, and federal government stakeholders.

Prior to returning to IAPP, Cobun served as Deputy Director of Privacy Initiatives at BBB National Programs, where he advised independent mechanisms that bring accountability and transparency to business privacy practices through voluntary—but enforceable—frameworks like Privacy Shield and the Cross-Border Privacy Rules. Through this work, Cobun also facilitated the development of new programs to clarify best practices in emerging areas such as youth privacy and artificial intelligence.

Named after a creek in West Virginia, Cobun became fascinated with privacy when he realized his unique name made his online presence easily trackable. He earned his undergraduate degree in psychology at Colorado College. This background in social science further inspired his interest in the design of mechanisms that spread privacy norms.



**Jordan Wrigley, Researcher, Health and Wellness, Future of Privacy Forum**

Jordan Wrigley is the Researcher and portfolio lead for Health and Wellness at the Future of Privacy Forum where she generates education and best practice development around health data privacy. Jordan was a member of the Center for Research Data and Digital Scholarship at the University of Colorado Boulder and has consulted across the industry health sector on research methods and data practices in public health, health technologies, and medical research.

Previously, working at Duke Medical Center, Jordan has co-authored scholarly articles on health and health-related topics including more than a dozen meta-analyses. She combines experience from two advanced degrees in environmental policy and health information science with undergraduate work in international economic health development.



**Divya Sridhar, Ph.D., Director of Privacy Initiatives, BBB National Programs**

Dr. Divya Sridhar, Ph.D., is the Director, Privacy Initiatives at BBB National Programs. Her portfolio encompasses the design, development and launch of multiple industry self-regulation programs, including the Digital Advertising Accountability Program, the Digital Health Privacy Program, and the TeenAge Privacy Program. She is a seasoned leader focused on data privacy policies at

the international, federal, and state level. In the past, Divya served in numerous capacities at think tanks, private companies, and nonprofits leading government affairs and policy work, specializing across the health and education technology sectors. She has written books and authored publications in the fields of tech, privacy, and public policy. She holds a Ph.D. and Master's degree in Public Policy and a Bachelor's degree in Finance.

