

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Rachel Glasser		
2. Your Title: Chief Privacy Officer		
3. The Entity(ies) You are Representing: Wunderman, parent company of KBMG		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No x
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.		
none		
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature:  Date: June 13, 2018

RACHEL S. GLASSER

Experience

- 2018-Present **WUNDERMAN (WPP COMPANY)** **NEW YORK, NY**
Chief Privacy Officer, Global
- Create and implement data privacy policies and strategies across all agencies and lines of business.
 - Review and implement ongoing improvements in business processes related to data privacy
 - Oversee GDPR compliance program globally
 - Provide updates on applicable Global privacy laws (including local federal and state laws) and accreditation standards, and monitors advancements in information privacy technologies to ensure organizational adaptation and compliance.
 - Work across Security, legal, operations, human resources, finance and client teams to monitor activities, in coordination with the entity's other compliance and operational assessment functions.
 - Stay up to date with developments in Privacy Law, Regulators policy, Industry best practices (DMA, ASA, IPR) and case law.
- 2014-2018 **GROUPM (WPP COMPANY)** **NEW YORK, NY**
Senior Partner; Director of Privacy and Partner Activation
Focus on data privacy in online advertising and the impact of regulatory compliance on GroupM technology usage in the United States, Canada, and the European Union.
- Thought Leadership
- Publish internal notifications and whitepapers on advertising industry privacy matters including regulatory updates from the FTC, DAA, NAI, CBBB, TAG and more.
 - Create and implement internal LMS training and education sessions on digital privacy and advertising disclosure for over 1500 employees across five agencies.
 - Participate in industry association working groups to provide feedback for draft standards for self-regulation in cross-device linking, internet piracy, supply chain issues including ad fraud, privacy and Do Not Track.
 - Speaker on industry panels about data privacy and advertising.
- Compliance
- Ensure preferred ad technology partners utilize appropriate data collection and use methods in key digital areas including video, mobile, social, and programmatic buying.
 - Collaborate with internal account teams in industry sectors such as children's privacy/COPPA, healthcare/HIPAA and finance on data privacy issues and permissible use of data in advertising including FTC social media endorsement guidelines and native advertising, and international data protection laws including GDPR, CASL, PIPEDA and more.
 - Work with outside counsel to negotiate master service agreements.
- 2016-Present **ENTERTAINMENT SOFTWARE RATING BOARD (ESRB)** **NEW YORK, NY**
Consultant
- Draft and review consultant and membership contracts.
 - Review client privacy policies for appropriate data use disclosures and practices and in some cases compliance with COPPA and membership guidelines.
 - Perform cookie sweeps of client websites.
 - Audit client's mobile applications in development for COPPA compliance and alignment with Privacy Certified membership guidelines.
 - Contribute to monthly ESRB Privacy Certified Newsletter.
- 2010-2014 **MEC INTERACTION (GROUPM AGENCY)** **NEW YORK, NY**
2011- 2014 **Partner; Director**
- Planned strategy for paid search and social media marketing campaigns for network, device, and general branding campaigns for client AT&T Mobility Retail.
 - Worked with creative agencies and internal teams to plan multi-platform campaign strategies.
 - Managed a team of three.
- 2010- 2011 **Senior Search Manager**
- Planned, executed, and optimized paid search campaigns for device, branding and visibility initiatives for AT&T

Mobility Retail.

- Analyzed campaign data to report on results and whether predetermined KPI benchmarks were met.
- Managed multi-million dollar annual budget.

2006- 2010 **REPRISE MEDIA (IPG COMPANY)** **NEW YORK, NY**
Account Manager

- Managed search engine marketing, search engine optimization, and social media marketing clients.
- Clients: L'Oreal Paris USA, Subaru USA, USPS, The Home Depot, Guess, Maidenform, and others.

Legal Internships

January 2014- **NIELSEN** **NEW YORK, NY**
April 2014 **Legal Intern – Privacy Department**

- Composed internal handbook regarding data collection and use principles in APEC markets.
- Prepared legal memoranda concerning privacy regulations and compliance for international markets.
- Drafted privacy policy and cookie policy templates for Nielsen client websites.
- Participated in W3C industry working group calls to provide feedback for Do Not Track specifications.

September 2013- **OFFICE OF THE ATTORNEY GENERAL FOR THE STATE OF NEW YORK** **NEW YORK, NY**
December 2013 **Legal Intern – Internet Bureau**

- Performed legal research concerning jurisdiction, contract, agency and state taxation issues.
- Performed factual investigations and participated in strategy discussions with prosecutors.
- Drafted motions and memoranda of law. Prepared summaries of proposed legislation.

January 2013- **ENTERTAINMENT SOFTWARE RATING BOARD (ESRB)** **NEW YORK, NY**
August 2013 **Legal Intern – Privacy Certified group**

- Reviewed and summarized regulation proposals promulgated by FTC, California Department of Justice and other government agencies as well as consumer advocacy groups.
- Prepared summaries of industry research and current events in privacy law, COPPA regulations, online behavioral advertising, data sharing, and mobile app development.

Summer 2012 **DOYAGA & SCHAFFER BANKRUPTCY ATTORNEYS** **BROOKLYN, NY**
Legal Intern

- Attended trustee hearings, conducted legal research and drafted motions and memoranda of law.
- Prepared petitions in Chapter 7 and Chapter 13 consumer bankruptcy cases.

Summer 2011 **BLS LEGAL SERVICES CORP., BROOKLYN LAW INCUBATOR & POLICY (BLIP)** **BROOKLYN, NY**
Clinician – Summer Program

- Led projects and teams to prepare intern agreements, terms of service and privacy policies for client websites.
- Advised media start-up companies regarding incorporation, intellectual property protection, and web documentation.

Education

2010 – 2014 **BROOKLYN LAW SCHOOL** **BROOKLYN, NY**
Juris Doctor (evening division)

1996 – 2000 **BRANDEIS UNIVERSITY** **WALTHAM, MA**
Bachelor of Arts in Politics, Minor in Journalism; May 2000.
Boston University London Internship Programme, London, England

Bar Admissions New York, 2015;
New Jersey, 2014; District of New Jersey 2014

Professional Certifications CIPP/US 2015
Member of the IAPP 2013