

## Churchill Club: Personalization versus Privacy: Balancing Business and Customer Interests

2008-09-08

Perhaps no topic is more controversial in our increasingly digital lifestyle than that of privacy. An expectation of privacy would seem a fundamental right, yet as more of our lives play out online, this expectation needs to be continually [revisited](#). The Churchill Club presented a conference entitled "Personalization versus Privacy: Balancing Business and Customer Interests," which covered questions such as: what rights and responsibilities do corporations have relative to collection and use of personal information, what about the rights and responsibilities of individuals and what are the threats and opportunities on both sides of the equation?

WilmerHale Partner Patrick Carome was the moderator at this conference.

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### *Speakers*



**Patrick J. Carome**

RETIRED PARTNER

📍 WASHINGTON DC

📞 + 1 202 663 6000

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