

# Spotlight on Women in Privacy™

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## Lara Liss, Walgreens Boots Alliance, Global Chief Privacy Officer

### What do you love most about being a privacy professional?

The incredible support and collaboration across the privacy community. I have learned so much from industry groups and fellow privacy professionals who are open to sharing best practices, challenges and working together to develop common solutions. For professionals who are new to privacy, I highly recommend becoming active in groups like Women in Privacy, the International Association of Privacy Professionals, the Future of Privacy Forum and industry-specific privacy groups. The investment you make with your time will return to you many times over.

### What was the best professional advice you ever received?

Perfection is the enemy of the good. When I was a new attorney, I thought a good lawyer was someone who had the perfect, thoroughly researched and footnoted legal answer to a question asked. Over time, I learned to become comfortable with producing good work that met business objectives and to focus the time saved on the development of professional relationships. This was especially important when I transitioned in-house where the business values efficiency and moving at speed with the business. As an in-house attorney, giving sound legal advice is “table stakes,” but the real key to success is having excellent communication skills and business acumen to understand what is driving business objectives and outcomes. I recently read a [fascinating article](#) about how girls outperform boys in school where extra work and stronger study habits are rewarded with higher grades (essentially academia rewards perfectionism), but men outperform women in the business world where self-confidence to take risks is a key driver of success. As the article points out, the confidence gap is definitely not the only thing keeping women out of top jobs, as we also face gender bias, sexual harassment and other powerful structural barriers to success in the workplace, but the confidence gap and risk-taking are important factors.

### What one privacy development are you paying close attention to this month?

The release of the new Standard Contractual Clauses (SCCs) in Europe, which is a once-in-a-decade development and will drive an incredible amount of contracting work in the coming 18 months, as well as the need for additional internal assessment and documentation around the organizational and technical safeguards. There is a lot to unpack in the new SCCs, and it will be certain to drive many conversations in the privacy community for months to come.

### How do you unwind from work?

In summer, my favorite spot to unwind is at the lake or the pool. I am fortunate to live in Chicago where we have beautiful Lake Michigan.