

Alma Murray
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Alma Murray founded and leads the Privacy group within the Hyundai Motor America Legal Department. She provides data privacy, data governance, and cybersecurity legal advice for business units. Her experience and expertise include privacy matters involving customer information protection in the context of traditional and digital marketing and advertising, vehicle telematics, automotive dealer data sharing, and privacy and security provisions in transactional agreements. She also provides counsel with respect to incident response and cybersecurity legal requirements.

Alma serves as Hyundai's data privacy subject matter expert and key participant in industry-wide privacy and cybersecurity initiatives that involved communications with the Government Accountability Office, U.S. Senator Ed Markey, and the Auto-ISAC. She is actively engaged in the auto industry's trade and cybersecurity organizations. Alma led the implementation of the Alliance of Automobile Manufacturers/ Association of Global Automakers, Inc. Consumer Privacy Protection Principles: Privacy Principles for Vehicle Technologies and Services. Currently, she is leading the task force within her organization to implement the California Consumer Privacy Act.