

2027 SMU SCIENCE & TECHNOLOGY LAW REVIEW SYMPOSIUM

The Evolving Intersection of Sports Law, Science, and Technology

Summary:

SMU's Science & Technology Law Review's 2027 Symposium will bring together esteemed scholars, experienced practitioners, and industry experts to explore the legal implications of **emerging sports technologies and trends**. This event is open to private practitioners, academics, students, and in-house counsel with an interest in sports law and technology. The program will cover athlete data privacy, artificial intelligence, NIL rights, athlete safety, and emerging fan experience technologies.

Event Details:

- *Important Dates and Times*
 - Friday, February 5, 2027 | Symposium | 9:30-3:15 PM CST
 - Friday, February 5, 2027 | Closing Reception | 3:30-5:30 PM CST (*optional*)
- *Location*
 - Mack Ballroom, Umphrey Lee Center, SMU Campus, Dallas, Texas
- *CLE Credit*
 - 5.00 CLE credit (0.50 ethics) available

Tentative Agenda — *Subject to Change*

Friday, February 5, 2027	
9:30-10:00 AM	Registration & Breakfast
10:00-11:00 AM	Opening Remarks and Keynote Address
11:05-11:45 AM	Panel One – <i>Data Privacy and Athlete Analytics</i>
11:45-11:55 AM	Break
11:55- 12:35 PM	Panel Two – <i>Digital Rights, NIL, & Platform Governance</i>
12:35-1:35 PM	Lunch
1:40-2:20 PM	Panel Three – <i>Athlete Health, Safety, & Technology</i>
2:25-3:05 PM	Panel Four – <i>Venue, Fan Experience, and Sports Infrastructure</i>
3:05-3:15 PM	Closing Remarks

Panels

Panel One: *Data Privacy and Athlete Analytics*

Overview: The growing use of data analytics, AI, and biometric monitoring in sports raises novel legal questions.

- Athlete data privacy and consent
- League and CBA data governance rules
- Wearable and sensor technology regulation
- Vendor contracting and due diligence
- HIPAA/ADA intersections
- Algorithmic decision-making in player evaluation
- The broader implications of AI-driven tools in professional and amateur athletics

Panel Two: *Digital Rights, NIL, & Platform Governance*

Overview: Athletes and creators are increasingly monetizing their identities and content through digital platforms, creating new legal and governance challenges.

- NIL compliance and legislation
- Athlete image rights and publicity
- Platform governance and content licensing
- Esports legal frameworks
- Digital asset ownership
- IP licensing in sports media
- The evolving relationship between institutions, athletes, and third-party platforms

Panel Three: *Athlete Health, Safety, & Technology*

Overview: Technology is transforming how athlete health and safety are monitored, managed, and regulated.

- Wearable technology and health analytics
- Return-to-play decision-making
- Data ownership and portability
- Athlete welfare and institutional obligations
- HIPAA/ADA/CBA regulatory frameworks
- Concussion protocols and medical technology
- Cybersecurity for health data
- The ethical dimensions of performance monitoring

Panel Four: *Venue, Fan Experience, and Sports Infrastructure*

Overview: Modern sports venues are becoming technology-intensive environments that raise novel legal and regulatory questions.

- Venue technology procurement and contracting
- Fan data collection and privacy
- ADA compliance in technology deployments
- Cashless and frictionless systems
- Biometric entry and security infrastructure
- Stadium financing and naming rights
- Event operations and liability
- The First Amendment implications of surveillance and data collection at public events