

# Complying with the GDPR: International Data Protection and Privacy Excellence Forum

Understanding, Preparing for and Implementing the EU General Data Protection Regulation

London, UK

06<sup>th</sup> – 08<sup>th</sup> April 2016



Interactive Conference Workshop  
on the 08<sup>th</sup> April

## Developing a System of Control for Data Protection Compliance

Led by:

**Mandy Webster**  
Director & Principal

**Data Protection Consulting Limited**

If you don't achieve full compliance with the GDPR, you will be putting your company at risk in a multitude of ways

  
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## Panel Discussions

- **Creating Consistency across Europe: Forming Mutual Understandings of the Requirements**
- **Data Protection Officers: Selecting the Right Person, Overcoming the Costs and Recognising the Benefits**
- **How Can New Technology Still Meet Old Privacy Principles?**
- **Don't Make a Single Mistake: Top 10 Things That Must Not be Forgotten**

Attending This Premier **marcus evans** Conference Will Enable You to

- Consolidate understandings of the requirements and discover best practices for embedding new systems and procedures
- Learn successful approaches for keeping track of all your data locations
- Discover best strategies for demonstrating compliance: Gain explicit consent and maintain optimal transparency and trust with consumers
- Identify how to balance the new requirements in the digital era, preserve the ability to innovate and assess the security challenges posed by new technology

## Learn from Key Practical Case Studies

- **The European Commission** shares valuable insights into how to manage the impending impacts on your business
- **Google** discusses the Right to be Forgotten and how to review accuracy, adequacy and relevance
- **Ebay** identifies how to protect data across global boundaries when operating a multinational company
- **Telecom Italia** demonstrates best techniques for overcoming the challenges of the data breach notification

## Expert Speaker Panel

**Thomas Zerdick**  
Deputy Head Data Protection Unit  
**European Commission**

**Anna Zeiter**  
Head of Data Protection/Data  
Protection Officer  
**Ebay**

**Ross Phillipson**  
Senior Legal Counsel  
**Procter & Gamble**

**Carmelo Fontana**  
Senior Legal Counsel  
**Google**

**Christian Drechsler**  
Head Legal IT/IP |Data Protection  
**Zurich Insurance Company**

**Hans Martens**  
Regional Privacy Manager Europe  
**GSK**

**Anne Bahr**  
R&D Privacy Officer  
**Sanofi**

**Suzanne Rodway**  
Head of Privacy  
**RBS**

**Mark Keddie**  
Chief Privacy Officer  
**BT**

**Stefano Tagliabue**  
Privacy Department  
**Telecom Italia**

**Nina Barakzai**  
Group Head of Data Protection  
& Privacy  
**Sky**

**Angelica Medran**  
Head of Compliance  
**Sanitas**

**Berce Kaya**  
Legal Counsel  
**Arcelik**

**Ramona Ciripan**  
Legal & Regulatory Affairs  
**Voxbone**

**Mandy Webster**  
Director & Principal  
**Data Protection Consulting Limited**

**Helen Woollett**  
Global Head of Privacy & Group  
Compliance  
**Barclays**

**Filip Johnssén**  
Group Privacy Manager, Group Legal  
**Sandvik AB**

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**6<sup>th</sup> April 2016**

08.30 Registration and Coffee

09.00 Opening Address from the Chair

## THE GDPR - WHAT, WHEN AND HOW: GETTING TO GRIPS WITH THE BASICS

09.10 **Extended Key Note Address****(A). Making Sense of the GDPR and Assessing What it Means For Your Business**

- Dispelling the myths: Consolidating interpretations of the requirements
- Best techniques for discovering and dissecting the impacts on your business: Understanding what the new obligations really mean
- Practical implementation advice: Evaluating the next steps and how to form a successful plan of action

**Interactive Questions and Answers****(B). Understanding its Effects on Everyday Operations and Learning How to Best Manage Impending Changes**

- Understanding how day to day operations will be impacted and ensuring everyday privacy operations become more vigorous
- Reacting to the change: Investing in education, awareness and training
- Taking a wider approach: Best practices for embedding new procedures and systems into the company culture

**Thomas Zerdick**Deputy Head Data Protection Unit  
European CommissionCOMING TO TERMS WITH STRINGENT OBLIGATIONS:  
TAKING A POSITIVE OUTLOOK10.10 **Speednet***An excellent opportunity to speak directly with your peers and network effectively. Exchange your views and business cards.*10.20 **Refreshme**10.40 **Explicit Consent: What Does This Look Like?**

- Assessing the nature of consent: Defining the difference between consent and agreement
- Getting the balance right: Providing consumers with the right level of information
- Avoiding slower processes through best strategies for obtaining full consent in a manageable and effective manner

**Ross Phillipson**Senior Legal Counsel  
Procter & Gamble11.20 **Simplifying the Right to Be Forgotten: What Does This Really Mean?**

- An overview of the requirement: The journey of the Right to Erasure negotiation
- Coping with increased accountability and learning how to erase wisely
- Discover how to review vital considerations: Accuracy, adequacy, relevance and time passed
- Making difficult decisions and ensuring the right outcome: Best practices for assessing deletion requests on a case by case basis

**Carmelo Fontana**Senior Legal Counsel  
Google12.00 **Case Study****The Lone Ranger: Challenges and Solutions with Being a One Person Privacy Office in a Multinational Company**

- Multitasking: A thousand roles in one person
- How to prioritise: A risk and resource based approach
- Strategies to reach GDPR compliance in 2018

**Filip Johnssén**Group Privacy Manager, Group Legal  
Sandvik AB

## PANEL DISCUSSION

12.40 **Data Protection Officers: Selecting the Right Person, Overcoming the Costs and Recognising the Benefits**

- Strengthening understandings of who should fill this role: Assessing the duties, requirements and qualities
- Best practices for reviewing the structure of the privacy function: Allocating limited budget and hiring talent
- Drawing awareness to the benefits: How to optimise revenue opportunities brought by DPOs

**Mark Keddie**Chief Privacy Officer  
BT**Booking Line:**

Melini Hadjitheori

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Email: [MeliniH@marcusevanscy.com](mailto:MeliniH@marcusevanscy.com)

13.10 Lunch

MAINTAINING CONTROL OF PRIVACY AND SECURITY ON  
AN INTERNATIONAL SCALE14.10 **Case Study****Adapting to Regulatory Changes within a Multinational Company**

- Successfully fostering a culture of compliance across diverse units
- Time and costs: facilitating company-wide acceptance within a reasonable time-frame
- Ensuring buy-in with exceptional standards set by senior management

**Angelica Medran**Head of Compliance  
Sanitas14.50 **Case Study****Managing Data across Countries: Strengthening Control and Security of Information in Multiple Locations**

- Best practices for monitoring consumer and employee data in multiple countries through optimal visibility
- How to detect non compliance with outstanding use of data loss prevention tools
- Bolstering control in the digital era: Strengthening security of 'smart' devices

**Berce Kaya**Legal Counsel  
ArceIik15.30 **Refreshme**16.00 **Evaluating the Impact of One Stop Shop: Penalties and Sanctions Explained**

- Minimising fear: How concerned should we be about the penalties, sanctions and liabilities?
- Bolstering understandings of One Stop Shop and exploring the outcomes of the co-operative mechanism
- Reviewing the benefits: A minimised administrative burden and consistency in the GDPR application throughout the EU

**Ramona Ciripan**Legal & Regulatory Affairs  
Voxbone

## INTERACTIVE PANEL DISCUSSIONS

16.40 **Safe Harbor: The Next Phase of the Journey and Debating the Options, Concerns and Opportunities**

- What will happen next? Exploring how Safe Harbor fits in with the GDPR
- Understanding the full impact of the decision and analysing other available options
- Minimising concerns for the future: Assessing the security and vulnerability of alternative models

**Ramona Ciripan**Legal & Regulatory Affairs  
Voxbone

## PANEL DISCUSSION

17.10 **Creating Consistency across Europe: Forming Mutual Understandings of the Requirements**

- Discussing the ability of the GDPR to generate consistency of ideas across Europe
- Sharing interpretations: Debate and discuss the most controversial terms
- Generating harmony: How can we ensure everyone is complying with the same level of dedication?

**Helen Woollett**Global Head of Privacy & Group Compliance  
Barclays

17.40 Closing Comments from the Chair

17.50 End of Day One

08.30 Registration and Coffee

09.00 Opening Address from the Chair

**BEST PRACTICES FOR DEMONSTRATING COMPLIANCE AND MAINTAINING CONSUMER TRUST**

09.10 **Case Study**  
**Overcoming the Challenges of Data Protection Compliance in R&D: Code of Practice for Secondary Use of Personal Data**

- Consolidate procedures for protecting particularly sensitive information: De-identification of health data and use of pseudonymised data
- Continue to fully support R&D whilst fully complying with the GDPR: Learn how the Code of Practice for secondary use of medical information was developed
- Gain insights into Industrial Code of Conducts: The future of processing health data for research projects with optimal levels of privacy

**Anna Bahr**  
 R&D Privacy Officer  
**Sanofi**

09.50 **Case Study**  
**The GDPR on a Global Scale: Handling the Regulation in a Multinational Company**

- Creating a culture of privacy compliance throughout the business and how to do this in a short space of time
- Achieving consistency of new products and procedures across country borders
- Case study based on the example of the eBay Inc and its subsidiaries in the EU

**Anna Zeiter**  
 Head of Data Protection/Data Protection Officer  
**Ebay**

10.30 **Refreshme**

11.00 **Case Study**  
**Overcoming the Challenges of the Data Breach Notification: Lessons Learnt in the Telecommunication Sector**

- Prepare for the challenge: Learn from the obligations currently in force for the electronic communication sector
- Gain an overview of the regulatory framework: Understand the new GDPR requirements and strengthen insights into the provisions in force outside of the EU
- Implement best strategies for reporting a breach within a limited time frame and successfully manage breaches caused by third parties
- How to cope with the event: Estimating the severity and developing optimal customer communication techniques

**Stefano Tagliabue**  
 Privacy Department  
**Telecom Italia**

11.40 **Case Study**  
**Creating Brand Consistency across Boards: Best Practices for Maintaining Optimal Transparency and Trust with Your Customers**

- Discover best practices for developing and sustaining consistency of approach through the regulatory framework
- Learn how to strengthen competitive advantage through treating online consumers like real people: Creating a reliable and trustworthy brand name
- Demonstrating total compliance: Gain insights into achieving accreditation across jurisdictions

**Nina Barakzai**  
 Group Head of Data Protection & Privacy  
**Sky**

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12.20 **Case Study**  
**Learning from the Pharmaceutical Industry: Optimal Techniques for Protecting Sensitive Data**

- Discover best practices for the secure moving of sensitive information between thousand of parties and with different levels of security
- How to successfully manage directly identifiable personal information: Patient support programmes
- Strengthen the integration of Privacy by Design into the development of apps and programmes: Key lessons learnt so far

**Hans Martens**  
 Regional Privacy Manager Europe  
**GSK**

13.00 Lunch

**THE DIGITAL ECONOMY MEETS THE GDPR**

**PANEL DISCUSSION**

14.00 **How Can New Technology Still Meet Old Privacy Principles?**

- An assessment of the privacy and security challenges posed by new technological advancements
- Overcoming privacy and security challenges of IOT
- Is the regulation already behind? Taking into account brand new technological developments

*The panel will be joined by key speakers from the day*

14.40 **Going the Extra Mile: Most Effective Techniques for Implementing Privacy by Design in Products & Services**

- Best methods for taking privacy into account all the way from the conception process to the final delivery
- How to integrate appropriate measures to guarantee that processing fully protects the rights of the data subject
- Hone in on the least intrusive manner for processing personal data

*Speaker to be announced shortly*

15.20 **Refreshme**

15.50 **Preserving the Ability to Innovate: Balancing New Requirements in the Digital Era**

- Impact of the GDPR on new technologies and big data
- The role of consent in particular
- Outlook: Informational self-determination and informed consent as outdated concepts in the digital era? Alternatives?

**Christian Drechsler**  
 Head Legal IT/IP|Data Protection  
**Zurich Insurance Company**

**PANEL DISCUSSION**

16.30 **Don't Make a Single Mistake: Top 10 Things That Must Not be Forgotten**

- A summary of the regulation and consolidating ideas of what to do next
- Debate the priorities: What needs to be done first?
- A friendly reminder: Is there anything that's been forgotten?

**Suzanne Rodway**  
 Head of Privacy  
**RBS**

17.10 Closing Comments from the Chair

17.20 End of Conference

**Business Development Opportunities**

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Melini Hadjitheori**, Digital Marketing & PR Executive,  
**marcus evans** Cyprus  
 Tel: +357 22 849 308, E-Mail: [MeliniH@marcusevanscy.com](mailto:MeliniH@marcusevanscy.com)

# Interactive Conference Workshop

8<sup>th</sup> April 2016

## DEVELOPING A SYSTEM OF CONTROL FOR DATA PROTECTION COMPLIANCE

08.30 Registration and Coffee

09.00 Workshop Leader's Introduction and Opening Remarks

*Led By:*

**Mandy Webster**

Director & Principal

**Data Protection Consulting Limited**

09.15 **Elements of the Control Framework**

- Roles and responsibilities
- Policies and procedures
- Training

10.30 **Refreshme**

11.00 **Demonstrating Optimal Levels of Privacy and Compliance**

- Documentation and audit trails
- To publish or not to publish?

12.30 Closing Remarks from the Workshop Leader

### What You Will Learn In Workshop

In this interactive workshop participants will learn how to take a proactive approach to managing data protection compliance. Rather than waiting for a breach to occur, this highly recommended approach uses risk management principles to identify the risks, prioritise and then manage them by avoiding or mitigating a data breach. By attending this workshop you will be able to successfully develop a comprehensive system of control, enabling the evidence of data protection compliance.

### About the Workshop Leader

www.dp-smart.co.uk was started in 1999 by Mandy Webster and offers data protection audit, advice and training to a range of clients from all sectors.

### Who Should Attend

**VPs, Heads, Directors, Managers, Team Leads and Chiefs of:**

- Data Protection and Privacy
- Legal Counsels
- Privacy Counsels
- EMEA Privacy Policy
- Legal and Corporate Affairs
- Cyber Security
- Compliance
- Privacy and Technology
- Policy Delivery
- Information, Policy and Strategy
- International Department
- BCR Unit
- Regional Coordinator (EMEA)
- Global Marketing

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## Profiles

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### Media Partners



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ISPA's main activity is in making representations on behalf of the industry to Government bodies, such as the Home Office, the Department for Culture, Media and Sport and Ofcom. Government and political representatives often approach ISPA for its knowledge and expertise.

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