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

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

London, UK

06th – 08th April 2016

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

Interactive Conference Workshop on the 08th April

Developing a System of Control for Data Protection Compliance

Led by:
Mandy Webster
Director & Principal
Data Protection Consulting Limited

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 Tagliafue
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 Johnssen
Group Privacy Manager, Group Legal
Sandvik AB

Media Partners
Day One
6th 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 practices 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

(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

Interactions Questions and Answers

10.10 An excellent opportunity to speak directly with your peers and network effectively. Exchange your views and business cards.

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 & Gamble

11.20 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
Google

12.00 Case Study
The Lone Ranger: Challenges and Solutions with Being a One Person Privacy Office in a Multinational Company
- Multi-tasking: A thousand roles in one person
- How to prioritise: A risk and resource based approach
- Strategies to reach GDPR compliance in 2018

Filip Johnsson
Group Privacy Manager, Group Legal
Sandvik AB

12.40 Panel Discussion
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

13.10 Lunch

14.10 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
Sanitas

14.50 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
Arcelik

15.30 Refreshments

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
- Discussing the ability of the GDPR to generate consistency of ideas across the co-operative mechanism
- What will happen next? Exploring how Safe Harbor fits in with the GDPR

Ramona Ciripan
Legal & Regulatory Affairs
Voxbone

16.40 Interactive Panel Discussions
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

17.10 Panel Discussion
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
Day Two
7th April 2016

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
Anne Bahr
R&D Privacy Officer
Sanofi

10.30 Refreshment

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

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 Borders: 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

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
Hans Martens
Regional Privacy Manager Europe
GSK

12.30 Lunch

13.00 THE DIGITAL ECONOMY MEETS THE GDPR

14.00 Panel Discussion
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 Panel Discussion
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 Refreshment

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

16.30 Panel Discussion
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?
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 Marketer & PR Executive
marcus evans
Tel: +357 22 849 308, E-Mail: MeliniH@marcusevanscy.com
Interactive Conference Workshop

8th 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 Refreshment

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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Datafloq is the one-stop source for Big Data, empowering organisations to create value from data. The platform aims to create an overview of the global big data market by bringing together all stakeholders within the global Big Data market. The objective of Datafloq is to spur the global understanding and application of Big Data in order to drive innovation and growth. Visit Datafloq.com today for more information.

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The Internet Services Providers’ Association (ISPA UK) is the UK’s Trade Association for providers of Internet services. As a trade association, membership is voluntary but the companies who choose to become members of ISPA agree to abide by the ISPA UK Code. ISPA members’ allegiance to the Code means that consumers can view the ISPA UK logo as a mark of commitment to good business practice. 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. Over 200 companies in the UK benefit from membership of ISPA. For more information please visit our website www.ispa.org.uk

Big Data Analytics News! A niche place for Big Data information. The site provides information on business trends, big data cases studies and big data news to help you learn what Big Data is and how it can be of benefit to organisations of all sizes.

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