PRIVACY LAWS & BUSINESS
DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

29TH ANNUAL INTERNATIONAL CONFERENCE

18 SRA CPD Hours

WHO ATTENDS

- Chief Privacy Officers
- Data Protection Managers & Staff
- Lawyers
- DP Advisers & Trainers
- IT Security & Database Managers
- Consultants & Auditors
- Marketing & HR Managers

"An excellent opportunity to share ideas with other people in similar in-house positions to ourselves..."

MARILYN SIEFF, AMADEUS, SPAIN

Conference Themes

- The EU Data Protection Regulation
- Bridging gaps between lawyers, policymakers and engineers
- Advanced data security threats
- Cloud and the Internet of Things
- Mobile apps and wearables
- Connected health
- Evidence of consent
- Privacy, consumer, competition law
- Reputation after a data breach
- Privacy litigation
- DPA enforcement co-operation
- The world outside Europe

GREAT Expectations

PL&B ANNUAL INTERNATIONAL CONFERENCE

4-6 July 2016, St. John's College, Cambridge, UK

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GREAT Expectations

PL&B ANNUAL INTERNATIONAL CONFERENCE

4-6 July 2016, St. John's College, Cambridge

40+ SPEAKERS FROM 16 COUNTRIES IN 3 DAYS

Many of the speakers attend the entire conference, providing you with an ideal opportunity to have direct contact with the key decision-makers and privacy managers of some of the world's most iconic companies, leaders in their fields.

Gain professionally by networking with your peers. Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.

The EU Data Protection Regulation entered into force on 24th May, perfect timing for this conference.

Great Expectations refers to the objective of achieving the great prize of consistent data protection legislation in many jurisdictions, with influence across the world. The EU Data Protection Regulation will result in heavier legal duties for organisations, individuals will eagerly use their new found rights, aided by consumer protection organisations, and Data Protection Authorities will have *Great Expectations* about their new stronger enforcement powers.

You will gain valuable insights into law and policy, DPAs' guidance, companies sharing their practical experience and some alternative perspectives. For three days, you will benefit from direct contact with DPAs and your peers at meals and other informal networking opportunities, enabling you to enhance your role as a member of the international privacy law community.

Join the world's longest running independent international privacy conference to work out how you will fulfil your *Great Expectations*.

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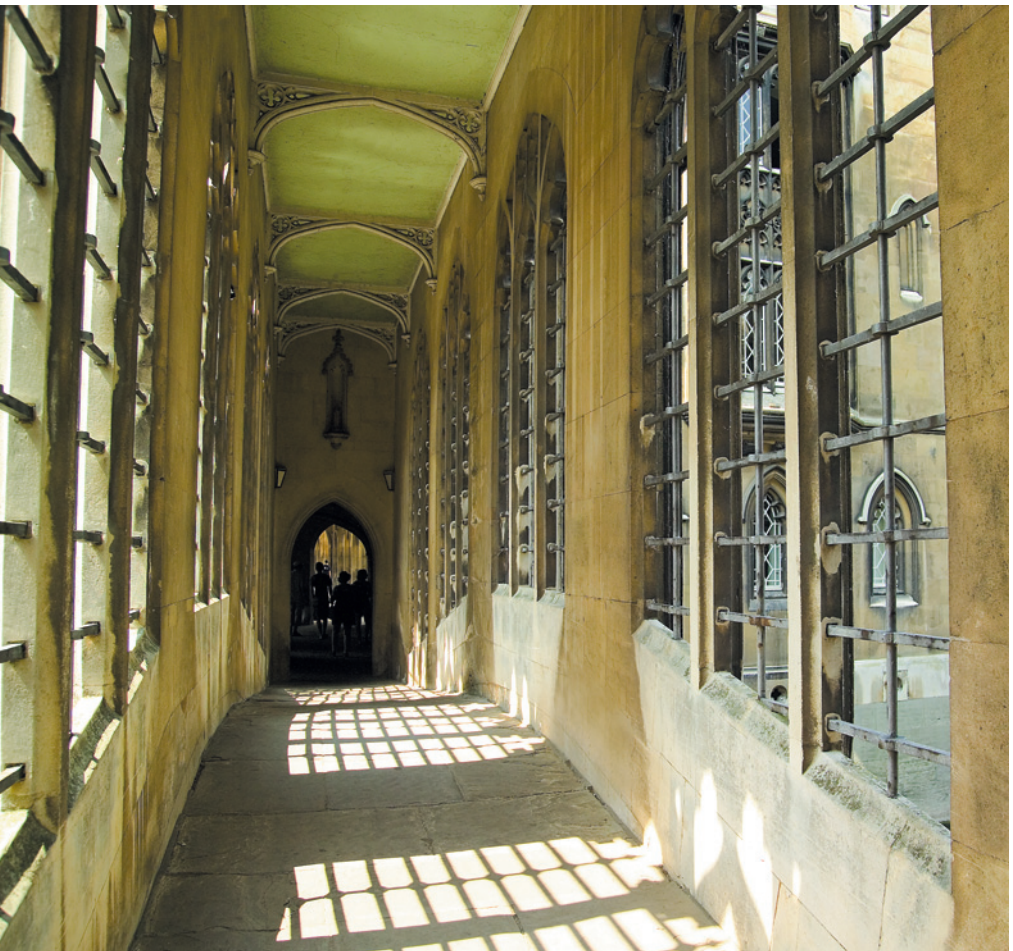

Bridge Of Sighs, St John's College

The Wren Bridge, St John's College

A HISTORIC LOCATION

St. John's College was founded in the 16th century and is a beautiful conference centre, combining the best of old Cambridge atmosphere with modern facilities.

Stay in historic or new bedrooms, all with modern *en suite* facilities. Enjoy first-rate cuisine in the medieval dining hall. Explore the quiet gardens, in a tranquil setting on both sides of the River Cam.

GREAT Expectations
PL&B ANNUAL INTERNATIONAL CONFERENCE

4-6 July 2016, St. John's College, Cambridge

Conference Timetable

SUNDAY, 3RD JULY 2016

16.00-18.00 Registration in the Fisher Building

18.45 Drinks in First Court
All welcome but pre-booking requested

19.30 Dinner in the Wordsworth Room
All welcome but limited number of places, pre-booking required

MONDAY, 4TH JULY 2016

08.00-17.30 Registration in the Fisher Building

07.30-08.45 Breakfast in The Buttery

09.00 Chair's introduction: Great Expectations
Stewart Dresner, Chief Executive and ***Laura Linkomies***, Editor, *Privacy Laws & Business*

09.15 Great expectations and next steps resulting from the EU General Data Protection Regulation
Karolina Mojzesowicz, Head of the Reform Sector, Data Protection Unit, Justice, European Commission, Brussels

10.05 Building user control into product development at Google
William Malcolm, Senior Privacy Counsel, Global Privacy Legal, Google

10.45 Coffee (sponsored by **DENTONS**)

11.15 National discretion: How Data Protection Authorities will interpret articles and recitals in the EU DP Regulation
Chair: ***Dr. David Erdos***, University Lecturer in Law and the Open Society, WYNG Fellow in Law, Trinity Hall, University of Cambridge, UK
Joëlle Jouret, Legal Advisor, Data Protection Commission, Belgium
Iain Bourne, Data Protection Policy Delivery Group Manager, Information Commissioner's Office, UK

Parallel 1: Data Security

Chair: ***Gail Crawford***, Partner, Latham & Watkins, London

12.15 Lessons from an ethical hacker to minimise your vulnerability
Peter Wood, CEO, First Base Technologies LLP, UK

Parallel 2: United Kingdom

Chair: ***Peter Church***, Counsel, Linklaters, London

12.15 How to win your case before the Information Rights Tribunal
Dr. Robin Callender Smith, Professor of Media Law, Centre for Commercial Law Studies QMUL, Barrister and Information Rights Judge, UK

Conference Sponsors

大成 DENTONS Google Linklaters OneTrust

LATHAM & WATKINS LLP SMART PRIVACY

13.00 Lunch in the Hall

14.00 The EU Data Protection Regulation package – The UK government's perspective
Chair: ***Stewart Dresner***, Chief Executive, *Privacy Laws & Business*
Baroness Neville-Rolfe DBE CMG, Minister responsible for Data Protection Policy, UK

Parallel 1: Data Security

Chair: ***Valerie Taylor***, Consultant, *Privacy Laws & Business*

14.30 Bridge over troubled waters: Security mistakes organisations make explained so managers and lawyers can follow
Marc Dautlich, Partner and ***Dr. Kuan Hon***, Consultant Lawyer, Pinsent Masons LLP, London

15.15 The impact of the EU General Data Protection Regulation on data security
Jon Bartley, Partner, Penningtons Manches LLP, London
Rowland Johnson, CEO, Nettitude, London

Parallel 2: International

Chair: ***Karolina Mojzesowicz***, Head of the Reform Sector, Data Protection Unit, Justice, European Commission, Brussels

14.30 How Japan's Commission is exercising its regulatory powers interpreting Japanese privacy law and culture
Dr. Masao Horibe, Chairman; ***Tsuzuri Sakamaki***, Counsel, the Secretariat; and ***Maiko Kawano***, Specialist for International and Legal Affairs, Personal Information Protection Commission (PIPC), Japan

15.15 Disparate Asian data protection laws: Developing business implementation strategies
Steve Tan, Partner, Deputy Head, Technology, Media & Telecommunications, Rajah & Tann Singapore LLP

16.00 Tea (sponsored by **DENTONS**)

16.25 How the police and companies can work together on cybercrime to investigate and prosecute personal data theft and related crimes
Chair: ***Stewart Dresner***, Chief Executive, *Privacy Laws & Business*
Detective Inspector Deborah Donaghy, Cyber Crime Unit, Metropolitan Police, UK

17.00 Bridging the gap between lawyers, policymakers and engineers when building privacy-protective data systems
Chair: ***Stewart Dresner***, Chief Executive, *Privacy Laws & Business*
John Grant and Arjun Mody, Civil Liberties Engineers, Palantir Technologies, Palo Alto, US

17.45 Close

18.00 Guided walks: Cambridge or St. John's College Gardens, or visit to the College Archives

18.45 Drinks (sponsored by **SMART PRIVACY**)

19.30 Dinner in the Hall

SOCIAL PROGRAMME

Sunday July 3rd

Organ Recital: 18.00 at St. John's College Chapel.
Evensong: 18.30 With the choir of St John's College at St. John's College Chapel.
Drinks: 18.45-19.30 Outside the Wordsworth Room, First Court.
Dinner: 19.30 In the Wordsworth Room, First Court.

Monday July 4th

Guided Walk Cambridge: 18.00 Meet in First Court next to the Hall.
Guided Walk St John's College Gardens: 18.00 Meet in front of the Fisher Building.
Guided Visit to St John's College Archives, School Of Pythagoras: 18.00 Meet in front of the Fisher Building.
Drinks: Between 18.45 and 19.30 in Chapel Court.
Dinner: 19.30 In The Hall, between First and Second Courts.
St John's College Bar: The college cash bar has extended opening hours until midnight.

Tuesday July 5th

Punting on the River Cam: Chauffeured punts depart at 18.00 from Lower River Court, which is immediately in front of the Fisher Building, returning at 19.15. Punting is free, and on a first come first served basis. Be early if you are very keen. You can also try punting for yourselves by hiring punts from Cripps Porter's Lodge for a small charge.
Drinks: 18.45-19.30 At River Court. Come and watch and/or join the punters!
Dinner: 19.30 In The Hall between First and Second Courts.
St John's College Bar: The college cash bar has extended opening hours until midnight.

TUESDAY, 5TH JULY 2016

08.00-17.30 Registration in the Fisher Building

07.30-08.45 Breakfast in The Buttery

08.00-08.45 Impact of the UK's exit from the EU on data protection law in the UK Chair: ***Linklaters***

Consent and the internet of things

Chair: ***Stewart Dresner***, Chief Executive, *Privacy Laws & Business*

09.00 The consent dilemma
Daniel Therrien, Privacy Commissioner of Canada, Ottawa

09.30 Clouds of Things and Personal Data
Christopher Millard, Professor of Privacy and Information Law, Centre for Commercial Law Studies, Queen Mary University of London

10.15 From elite footballers' wearable tech in training to health data from everyone's sports apps
Jordi Bacaria Martrus, Lawyer, Advocat-Abogado, Managing Partner and ***Júlia Bacaria***, Advocada, Global Legal Data, Barcelona, Spain

10.45 Coffee (sponsored by **DENTONS**)

11.10 The EU-US Privacy Shield and the future of EU adequacy for 3rd countries
Chair: ***Laura Linkomies***, Editor, *Privacy Laws & Business Reports*
Bruno Gencarelli, Head of Data Protection Unit, Justice, European Commission, Brussels

Parallel 1: Health

Chair: ***Dr. David Erdos***, University Lecturer in Law and the Open Society, Trinity Hall, University of Cambridge

11.50 Connected Health: Risks and overcoming privacy challenges
Nigel Parker, Partner, Allen & Overy, London
Matthew Owens, Global Head Legal, Strategic Partnerships & Digital Medicine, Novartis Pharma, Switzerland

12.35 The role of genetic data in personalized medicine and in a changing world
Stefania Tonutti, PhD in Law, New Technologies and Bioethics, University of Bologna, Italy

Parallel 2: International

Chair: ***Nick Graham***, Partner, Dentons, London

11.50 Doing business in Russia: Privacy law risk update
Anastasia Zagorodnaya, Of Counsel, Dentons, St. Petersburg, Russia

12.25 Data Protection law in Latin America: Between Europe and the United States
Dr. Ana Brian Nougrères, Advisor, National Parliament of Uruguay; Estudio Juridico Briann & Associates; Professor, Universidad de Montevideo; Lecturer, Universidad de la República Oriental del Uruguay

13.00 Lunch in the Hall

14.00 EDPS's involvement in recent decisions of the Court of Justice of the European Union
Chair: ***Christopher Millard***, Professor of Privacy and Information Law, Queen Mary University of London
Anna Buchta, Head of Litigation and Institutional Policy, Office of the European Data Protection Supervisor, Brussels

14.40 Mapping the privacy litigation landscape
John Benjamin, Partner, DWF, London and ***Timothy Pitt-Payne***, QC, 11KBW Chambers, London

Parallel 1: Germany

Chair: ***Valerie Taylor***, Consultant, *Privacy Laws & Business*

15.20 Privacy pitfalls when targeting German consumers
Dr. Ulrich Wuermeling, Partner, Latham & Watkins, Frankfurt and London

Parallel 2: Turkey

Chair: ***Laura Linkomies***, Editor, *Privacy Laws & Busines Reports*

15.20 Turkey's Data Protection Act 2016: Leaning towards the EU model
Dr. Elif Küzeci, Professor of Law, University of Bahçesehir, Turkey

16.00 Tea (sponsored by **DENTONS**)

16.30 Expectations of stronger international enforcement via the Global Privacy Enforcement Network
Chair: ***Tanguy Van Overstraeten***, Partner and Global Head of Data Protection, Linklaters, Brussels
Daniel Therrien, Privacy Commissioner of Canada, Ottawa
Joëlle Jouret, Legal Advisor, Commission for the Protection of Privacy, Belgium (The Facebook case)
Hannah McCausland, Senior International Policy Officer, Information Commissioner's Office, UK
Mathias Moulin, Deputy Director, Protection of Rights & Sanctions Directorate, the CNIL, France

17.30 Close

18.00 Punting on the River Cam

18.45 Drinks (sponsored by **LINKLATERS**)

19.30 Dinner in the Hall (sponsored by **GOOGLE**)

WEDNESDAY, 6TH JULY 2016

08.00-14.00 Registration in the Fisher Building

07.30-08.45 Breakfast in The Buttery

Parallel 1: EU Law

Chair: ***Eduardo Ustaran***, Partner, Hogan Lovells Intl., London

09.00 The Weltimmo case in the European Court on territorial reach of DP law: Continuing challenge of applying EU law across borders
Dr. Andrea Soos, Principal, Sooslaw, Hungary

Parallel 2: Governance

Chair: ***Stewart Dresner***, Chief Executive, *Privacy Laws & Business*

09.00 Comprehensive privacy compliance through governance models and audits
Dr Jay Fedorak, Deputy Registrar/Assistant Commissioner, Office of the Information and Privacy Commissioner for British Columbia, Canada

Privacy terms and conditions

Chair: ***Wojciech Wiewiórowski***, Assistant European Data Protection Supervisor, Brussels

09.30 RNLI leads in building on supporters' loyalty by moving to opt-in
Jayne Clarke, Head of Marketing, Royal National Lifeboat Institution, Poole, Dorset, UK

09.50 Preparing for explicit consent: Testing wording for each channel and winning better response
David Cole, Managing Director, fast-MAP, London

10.10 How Norway's Consumer Council wins revision of privacy terms and conditions from Apple and others
Finn Myrstad, Head of Digital Services, Norwegian Consumer Council, Oslo

10.40 Coffee

11.00 Every step you take, the media will be watching you: Protecting your reputation whilst managing a data breach crisis
Chair: ***Stewart Dresner***, Chief Executive, Privacy Laws & Business
Magnus Boyd, Partner, Schillings, London

11.30 Benchmark your readiness for the EU Data Protection Regulation against PWC's assessment tool
Chair: ***Stewart Dresner***, Chief Executive, Privacy Laws & Business
Stewart Room, Global Head of Cyber Security & Data Protection, PWC Legal, London

12.00 How data protection rules should be enforced in tandem with competition and consumer policy
Chair: ***Stewart Dresner***, Chief Executive, Privacy Laws & Business
Wojciech Wiewiórowski, Assistant European Data Protection Supervisor, Brussels
Dr Francisco Costa-Cabral, Assistant Professor, China-EU School of Law, China University of Political Science & Law, Beijing
Comments by ***Finn Myrstad***, EU co-chair of the Transatlantic Consumer Dialogue (TACD) Information Society Committee

13.00 Lunch

Compliance Roundtables: Get ready for the EU General Data Protection Regulation (GDPR)

Parallel 1: Consent

Session Leader: ***David Cole***, Managing Director, fast-MAP, London

14.00 Consent or legitimate interest as a legal basis for direct marketing within the GDPR framework? What you need to consider
James Milligan, Solicitor, Direct Marketing Association, UK

Test your organisation's consent wording and obtain advice on consent when preparing for the EU GDPR
David Cole, Managing Director, fast-MAP, London

Parallel 2: Other Aspects

Session Leader: ***Stewart Room***, Global Head of Cyber Security & Data Protection, PWC Legal, London

14.00 Getting ready for the EU GDPR (excluding consent)
Dr Michael Wulf, Product Management, SAP SuccessFactors, SAP SE, Germany
Mark Keddie, Chief Privacy Officer, BT Group, UK
Frank Madden, Legal Adviser, Data Protection, Fujitsu, UK
Chris Russell, Data Protection Manager, BAE Systems, UK

15.30 Close and Tea

Note: Speakers are confirmed as at 30th June 2016 but the dates and timings of sessions may change.

Speakers & Chairs By Sector

Data Protection Authorities, Regulatory Organisations and the Judiciary

Wojciech Wiewiórowski, Assistant European Data Protection Supervisor, Brussels

Bruno Gencarelli, Data Protection Unit, Justice, European Commission, Brussels

Karolina Mojzesowicz, Data Protection Unit, Justice, European Commission, Brussels

Anna Buchta, Head of Litigation and Institutional Policy, Office of the European Data Protection Supervisor, Brussels

Baroness Neville-Rolfe DBE CMG, Minister responsible for Data Protection Policy, UK

Joëlle Jouret, Legal Advisor, Data Protection Commission, Belgium

Daniel Therrien, Privacy Commissioner of Canada, Ottawa

Dr Jay Fedorak, Deputy Registrar/Assistant Commissioner, Office of the Information and Privacy Commissioner for British Columbia, Canada

Dr. Masao Horibe, Chairman; ***Tsuzuri Sakamaki***, Counsel, the Secretariat; and ***Maiko Kawano***, Specialist for International and Legal Affairs, Personal Information Protection Commission (PIPC), Japan

Iain Bourne, Data Protection Policy Delivery Group Manager, Information Commissioner's Office, UK

Hannah McCausland, Senior International Policy Officer, Information Commissioner's Office, UK

Mathias Moulin, Deputy Director, Protection of Rights & Sanctions Directorate, the CNIL, France

Finn Myrstad, Head of Digital Services, Norwegian Consumer Council, Oslo

Detective Inspector Deborah Donaghy, Cyber Crime Unit, Metropolitan Police, UK

Dr. Robin Callender Smith, Professor of Media Law, Centre for Commercial Law Studies QMUL, Barrister and Information Rights Judge, London

Data Controllers and Data Processors

John Grant and ***Arjun Mody*** Civil Liberties Engineers, Palantir Technologies, Palo Alto, USA

David Cole, Managing Director, fast-MAP, London

Peter Wood, CEO, First Base Technologies LLP, Sussex

Rowland Johnson, Founder and CEO of Nettitude, UK

William Malcolm, Senior Privacy Counsel, Global Privacy Legal, Google

Matthew Owens, Global Head Legal, Strategic Partnerships & Digital Medicine, Novartis Pharma, Switzerland

Stewart Room, Global Head of Cyber Security & Data Protection, PWC Legal, London

Jayne Clarke, Head of Marketing, Royal National Lifeboat Institution, Poole, Dorset

James Milligan, Solicitor, Direct Marketing Association, UK

Dr Michael Wulf, SAP SuccessFactors, SAP SE, Germany

Mark Keddie, Chief Privacy Officer, BT Group, UK

Frank Madden, Legal Adviser, Data Protection, Fujitsu, UK

Chris Russell, Data Protection Manager, BAE Systems, UK

Law Firms and Barristers

Nigel Parker, Partner, Allen & Overy, London

Jordi Bacaria Martrus, Lawyer, Advocat-Abogado, Managing Partner, Global Legal Data, Barcelona, Spain

Júlia Bacaria, Advocada, Global Legal Data, Barcelona, Spain

Anastasia Zagorodnaya, Of Counsel, Dentons, St. Petersburg, Russia

Nick Graham, Partner, Dentons, London

John Benjamin, Partner, DWF, London

Timothy Pitt-Payne, QC, 11KBW Chambers, London

Dr Ulrich Wuermeling, Partner, Latham & Watkins, Frankfurt and London

Gail Crawford, Partner, Latham & Watkins, London

Tanguy Van Overstraeten, Partner and Global Head of Data Protection, Linklaters, Brussels, Belgium

Peter Church, Counsel, Linklaters, London

Marc Dautlich, Partner and ***Dr Kuan Hon***, Consultant Lawyer, Pinsent Masons LLP, London

Jon Bartley, Partner, Penningtons Manches LLP, London

Steve Tan, Partner, Deputy Head, Technology, Media & Telecommunications, Rajah & Tann Singapore LLP

Magnus Boyd, Partner, Schillings, London

Dr Andrea Soos, Principal, Sooslaw, Budapest, Hungary

Academics

Dr. David Erdos, University Lecturer in Law and the Open Society, Trinity Hall, University of Cambridge

Dr Elif Küzeci, Professor of Law, University of Bahçesehir, Turkey

Christopher Millard, Professor of Privacy and Information Law, Centre for Commercial Law Studies, Queen Mary University of London

Dr Ana Brian Nougrères, Advisor, National Parliament of Uruguay; Estudio Juridico Briann & Associates; Professor, Universidad de Montevideo, Uruguay

Stefania Tonutti, PhD in Law, New Technologies, and Bioethics, University of Bologna, Italy

Dr Francisco Costa-Cabral, Assistant Professor, China-EU School of Law, China University of Political Science & Law, Beijing

Privacy Laws & Business

Stewart Dresner, Chief Executive, PL&B

Laura Linkomies, Editor, PL&B Reports

Valerie Taylor, Consultant, PL&B

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From elite footballers' wearable tech in training to health data from everyone's sports apps (Tuesday 10.15)

"Truly one of the most informative, sophisticated and forward looking data privacy conferences I have attended..."

ELIZABETH DENHAM, INFORMATION AND PRIVACY COMMISSIONER, BC, CANADA AND UK INFORMATION COMMISSIONER FROM JULY 2016

12 reasons to justify your conference fee

1. Make personal contact with privacy regulators and decision-makers from many countries

2. Gain tools to do your job better

3. Attend sessions on your most pressing privacy problems

4. Learn from models of company good practice

5. Discuss your own issues with lawyers from many countries

6. Find out the strengths and weaknesses of your policies

7. Learn what does/does not work

8. Reduce your risk by making assessments of grey areas

9. Look ahead: understand privacy trends which impact everyone

10. Plan ahead for data breaches

11. Exchange experience by networking with your peers

12. Increase your Return on Investment by getting privacy right

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Designed and Produced by ProCreative, Tel: 0800 228 9846

ANNUAL CONFERENCE PROG 9-06/16