



KEY ISSUES COVERED:

- ▶ The impact of the EU Data Protection Regulation, Brexit, and the ongoing revision of the EU e-Privacy Directive
- ▶ The implications of tracking and profiling customers cross-device and online/offline
- ▶ Disruptive technologies in the retail sector



Conference Host:



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The GDPR and Retailing: Consent, profiling and disruptive technologies

ONE DAY CONFERENCE

4th May 2017, Host: DWF LLP, London



Information Commissioner's Office

ICO Keynote: Helping online and offline retailers prepare for data protection reform

Garreth Cameron, Group Manager, Business and Industry, Information Commissioner's Office

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Register at: glenn@privacylaws.com Tel: +44 (0)20 8868 9200 www.privacylaws.com

Conference Sessions

4th May 2017, London

09.00 Registration

09.30 Welcome

John Benjamin, Partner, DWF LLP
Stewart Dresner, Chief Executive, *Privacy Laws & Business*

09.35 Introduction

- ▶ The impact of Brexit and the EU Data Protection Regulation (GDPR)
- ▶ Priorities for online and offline retailing
- ▶ Update on the revision of the EU e-Privacy Directive and its relationship with the EU Data Protection Regulation

Elaine Fletcher, Director, DWF LLP
Stewart Dresner, Chief Executive, *Privacy Laws & Business*

10.15 Consents under the GDPR: What do you need to consider and how effective will your consents be in practice?

- ▶ Cookies, behavioural advertising and mobile devices
- ▶ Preparing for explicit consent: testing wording for each channel and winning better response rates
- ▶ How consent optimisation can improve customer relationships and enhance campaign performance
- ▶ Questions and Answers

Valerie Taylor, Consultant, *Privacy Laws & Business*
David Cole, Managing Director, *fast.MAP*

11.00 Tea/Coffee

11.30 Life in the Physical and Digital Worlds

- ▶ The DP implications of tracking customers cross-device and on/offline
- ▶ Profiling
- ▶ The limits to targeting consumers' spending habits
- ▶ Data accuracy: the challenge of identifying customers
- ▶ Questions and Answers

Matthew Gaunt, Marketing Director, Wickes
Valerie Taylor, Consultant, *Privacy Laws & Business*

12.15 ICO Keynote: Helping online and offline retailers prepare for data protection reform: The Information Commissioner's perspective

- ▶ Latest on impact of Brexit (if any) for the retail sector
- ▶ Impact of the GDPR on online and offline retailing
- ▶ The reformed EU ePrivacy Directive
- ▶ Guidance from the EU Art. 29 DP Working Party relevant to retailing
- ▶ Any changes of approach from the new Commissioner which are relevant to retailing
- ▶ Examples of the ICO's audits/inspections/enforcement action in the retail sector

Garreth Cameron, Group Manager, Business and Industry, Information Commissioner's Office



12.35 Questions and Answers

13.00 Lunch

14.00 How are organisations preparing for the GDPR? An opportunity for participants to share their experience in roundtable discussions

- ▶ Consent
 - ▶ Profiling
 - ▶ Subject access
 - ▶ Complaints
 - ▶ Questions and Answers
- All conference participants

14.45 Disruptive technologies in the retail sector, and some of the challenges they pose for responsible retailers

- ▶ iBeacons, virtual reality, facial recognition etc.
- ▶ Ethical and privacy concerns
- ▶ Buying in new technology – due diligence and vendor relationships
- ▶ Questions and Answers

Dominic Stinton, Partner, Twice Reply
Cyrus New, Associate Partner, Data Reply

15.30 Tea/Coffee

15.45 Handling data protection challenges

- ▶ Security breaches: how to respond and how to prevent them
- ▶ Learning from the experience of others e.g. smart payments
- ▶ Subject Access Requests that make your life a misery
- ▶ Questions and Answers

Andreas Klug, Global Head of Privacy and Group Privacy Officer, Worldpay
John Benjamin, Partner, DWF LLP

16.30 Dealing with the downside – when to litigate?

- ▶ Sharing customer data to combat fraud
- ▶ Addressing employee fraud
- ▶ Data breaches by employees
- ▶ Experience from recent case law
- ▶ Questions and Answers

Timothy Pitt-Payne, QC, 11KBW

17.15 Any other questions and conclusions

17.30 Close

Conference Host:



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