



The Right Spirit, by William Heath Robinson © Mary Evans Picture Library

“An interesting and broad range of speakers and topics. It provided enough time to network and the venue is amazing.”

JOKE RUWEN, ESOMAR, THE NETHERLANDS



# Promoting Privacy *with Innovation*

**30th Annual International Conference**  
3-5 July 2017, St. John's College, Cambridge, UK

## Conference Themes

- ▶ Artificial Intelligence and algorithms
- ▶ Intellectual Property rights
- ▶ Innovation and identity solutions
- ▶ China and Hong Kong
- ▶ Transition to the EU Data Protection Regulation and its wider influence
- ▶ Ireland, Spain, UK, Germany, US
- ▶ Data privacy software
- ▶ Management accountability
- ▶ Contracts with vendors/customers
- ▶ Financial services and Fintech
- ▶ Privacy by Design and minimising risk

## WHO ATTENDS

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

18 SRA CPD Hours



# Promoting Privacy *with Innovation*

**30th Annual International Conference  
3-5 July 2017, St. John's College, Cambridge**

## **50 SPEAKERS FROM 15 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.

At one end, innovation can be the enemy of privacy and at the other end, innovation can be an enabler.

There is a clear benefit from the mass collection of data to provide a host of useful and popular services. There is equally a risk of alienating the same users if they feel vulnerable, that the innovation adds up to 'creepy' surveillance, and that the processing of personal information for disparate and unforeseen purposes feels intrusive.

By the time of this conference, it will be just ten months until the EU Data Protection Regulation applies to everyone. We therefore offer you several sessions from organisations based in the EU, the US, China, Hong Kong and Australia that will explain in practical terms how they are preparing for the new provisions.

From this wealth of examples, you will gain an understanding of where your company is along the spectrum and which way you should turn to reconcile the tensions inherent in the two desirables – innovation and privacy.

This conference will address how to ensure that the golden age of innovation does not become the dark age of information privacy.

**GET MORE INFORMATION AND REGISTER [www.privacylaws.com/ac30](http://www.privacylaws.com/ac30)**



The Wren Bridge, St. John's College



Second Court Entrance, 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.



# Promoting Privacy *with Innovation*

**30th Annual International Conference**  
3-5 July 2017, St. John's College, Cambridge

## Conference Programme

### SUNDAY, 2 JULY 2017

**16.00-18.00** Registration in the Fisher Building

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

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

### MONDAY, 3 JULY 2017

**08.00-17.30** Registration in the Fisher Building

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**07.30-08.45** Breakfast in The Buttery

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**09.00** Introduction: Promoting Privacy with Innovation  
*Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

**09.15** Artificial Intelligence and Machine Learning: Combining innovation and privacy compliance  
*Peter Fleischer*, Global Privacy Counsel, Google, France

**09.45** Fair and lawful processing: Understanding the logic behind Artificial Intelligence algorithms  
*Wojciech Wiewiórowski*, Assistant European Data Protection Supervisor, Belgium

**10.15** Discussion  
Chair: *Christopher Millard*, Professor of Privacy and Information Law,  
Centre for Commercial Law Studies, Queen Mary, University of London

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**10.30** Coffee

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**11.00** Managing data privacy risks and Intellectual Property rights in connected devices and systems  
*Giles Pratt*, Partner, Freshfields, UK, and *Andrew Sheridan*, Senior Associate, Freshfields, UK  
Chair: *Valerie Taylor*, Consultant, *Privacy Laws & Business*

### Supporters



### Sponsors



### Exhibitors



**11.40** Privacy by Design/Privacy by Default: Conducting an enquiry, negotiating rules and practical innovative solutions

*Kristin Benedikt*, Data Protection Authority for the Private Sector, Bavaria, Germany

*Dr. Jürgen Hartung*, Oppenhoff & Partner, Germany

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

**Parallel Session 1**

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

**12.20** Operationalising PIAs and Data Mapping

*Kabir Barday*, Chief Executive Officer, OneTrust, USA

*Belinda Doshi*, GDPR Programme Lead Counsel and former Global Chief Privacy Officer, Pearson, UK

**Parallel Session 2**

Chair: *Professor Joseph Cannataci*, Chair in European Information Policy & Technology Law, United Nations Special Rapporteur on the Right to Privacy, Malta/Netherlands

**12.20** Data Philanthropy: Using data for the common good

*Andreas Klug*, Global Head of Privacy and Group Privacy Officer, Worldpay, UK

*John Benjamin*, Partner, DWF, UK

**13.00** Lunch in the Hall

**14.00** The Trump Presidency and its impact on privacy in the US and globally

*Robert Belair*, Partner, Arnall Golden Gregory, Washington DC, USA

**14.45** The EU Data Protection Regulation's influence in the wider world

*Bruno Gencarelli*, Head, International Data Transfers and Data Protection Unit, European Commission

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

**15.30** Tea

**16.00** Transforming privacy law hurdles into opportunities when creating new digital financial services

*Neil Harrison*, General Counsel, Group and Asia, Aviva, UK

*Kevin Willis*, Group Data Privacy Director and UK Digital General Counsel, Aviva, UK

*Rob Sumroy*, Partner, Slaughter and May, UK

**Parallel Session 1**

Chair: *Mark Keddle*, Global DP Officer, Dentsu Aegis Network, UK

**16.45** Managing contracts with vendors and customers

*JP Buckley*, Partner, Shoosmiths, UK

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

**Parallel Session 2**

Chair: *Tom Cooper*, Deputy Editor, *Privacy Laws & Business Reports*

**16.45** Documenting consent using privacy policy software

*Georg Krog*, Co-founder & Chief Data Protection and Privacy Officer, Signatu, Norway

**17.30** Close

**18.00** Guided walks: Cambridge or St. John's College Gardens (sponsored by **GOOGLE**)

**18.45** Drinks

**19.30** Dinner in the Hall

## SOCIAL PROGRAMME

### Sunday 2 July

**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 3 July

**Guided Walks:** 18.00 First Court (Cambridge Walk), or front of Fisher Building (St John's College Gardens Walk).

**Visit to St. John's College Old Library:** 18.00 Meet in the entrance to the new library, Chapel Court.

**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 4 July

**Punting on the River Cam:** Chauffeured punts depart at 18.00 from Lower River Court.

**Evensong:** 18.30 With the choir of St John's College at St. John's College Chapel.

**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. With a cabaret by *Vocal Dimension Chorus*

**St John's College Bar:** The college cash bar has extended opening hours until midnight.

## TUESDAY, 4 JULY 2017

**08.00-17.30** Registration in the Fisher Building      **07.30-08.45** Breakfast in The Buttery

**08.15-08.45** GDPR implementation: WP29 guidelines for controllers/processors and DPA cooperation on enforcement  
*Isabelle Falque-Pierrotin*, President, EU Art. 29 DP Working Party and President, the CNIL, France

**09.00** How Germany's Data Protection Authorities are investigating 500 companies' transfers of personal data outside the European Economic Area  
*Kristin Benedikt*, Head of Department Telemedia, Data Protection Authority for the Private Sector, Bavaria, Germany  
Chair: *Gail Crawford*, Partner, Latham & Watkins, UK

**09.30** United Nations Special Rapporteur on the Right to Privacy: A Progress report  
*Professor Joseph Cannataci*, Chair in European Information Policy & Technology Law, United Nations Special Rapporteur on the Right to Privacy, Malta/Netherlands  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

**10.00** Transition to the EU Data Protection Regulation: Half time report  
*Karolina Mojzesowicz*, Deputy Head, Data Protection Unit, European Commission  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

**10.30** Coffee

**11.00** GDPR: A new era for data protection accountability and regulation  
*Helen Dixon*, Data Protection Commissioner, Ireland

**11.30** Changes ahead in Spain from implementing the GDPR  
*Mar España Martí*, Director, Agencia Española de Protección de Datos (AEPD), Spain  
Chair: *Christopher Millard*, Professor of Privacy and Information Law, Centre for Commercial Law Studies, Queen Mary, University of London

**12.00** The GDPR and beyond – on the road to trust and global interoperability  
*Olga Ganopolsky*, General Counsel, Privacy and Data, Macquarie Group, Australia

**12.30** A practical roadmap towards the GDPR  
*Leena Kuusniemi*, Senior Legal Counsel, Rovio, Finland  
Chair: *Laura Linkomies*, Editor, *Privacy Laws & Business Reports*

**13.00** Lunch in the Hall

**14.00** Promoting privacy with innovation within the law  
*Elizabeth Denham*, Information Commissioner, ICO, UK  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

### Parallel Session 1

Chair: *Elizabeth Denham*, Information Commissioner, ICO, UK

**14.45** Data protection law liability and user generated content: Ways forward under the GDPR  
*Dr David Erdos*, Lecturer in Law and the Open Society, University of Cambridge, UK

### Parallel Session 2

Chair: *Annelies Moens*, Deputy Managing Director, Information Integrity Solutions, Australia

**14.45** How Hong Kong's Privacy Commissioner balances privacy principles with pragmatism  
*Catherine Ching*, Legal Counsel, Privacy Commissioner for Personal Data, Hong Kong

**15.30** Tea

**16.00** The transition from the EU Art. 29 Data Protection Working Party to the EU Data Protection Board and other issues at the EDPS  
*Giovanni Buttarelli*, European Data Protection Supervisor  
Chair: *Richard Cumbley*, Partner, Linklaters, UK

**16.45** New data privacy and cyber security legislation in China: Contrasts with Europe  
*Bryan Chan*, Senior Counsel, Linklaters, China, and *Richard Cumbley*, Partner, Linklaters, UK  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

**17.30** Close

**18.00** Punting on the River Cam

**18.45** Drinks (sponsored by **LINKLATERS**)

**19.30** Dinner in the Hall with cabaret\*

\* By international prize winning *Vocal Dimension Chorus*, [www.vocaldimension.co.uk](http://www.vocaldimension.co.uk) (Director: Valerie Taylor)

# WEDNESDAY, 5 JULY 2017

**08.00-13.00** Registration in the Fisher Building

## Parallel Session 1

Chair: **Giovanni Buttarelli**, European Data Protection Supervisor

**09.00** The revision of the EU e-Privacy Directive  
**Pal Vaczi**, Senior Privacy Lawyer, BT, UK

**09.45** Promoting Innovation in Health Insurance; Protecting the Privacy of Individuals in an International Setting  
**Henry Velásquez Yanez**, EU-International Privacy Officer & Compliance Manager, CIGNA, Spain  
**Philip Woolfson**, Partner, Steptoe, Belgium

**10.30** Coffee

**11.00** Fintech online identification: Solutions and challenges

**Ivan Nabalón**, CEO, Electronic IDentification, Spain

**Javier Fernández-Samaniego**, Managing Director, Samaniego Law, Spain

**11.40** DIY privacy, Privacy by Design and accountability

**Tina Maisonneuve**, Global Privacy Counsel, Glaxo Smith Kline, UK

**Nigel Parker**, Partner, Allen & Overy, UK

**12.20** Adapting the GDPR's Information Governance and DP Officer requirements to your company

**Tom Widgery**, Head of Privacy, SVB Financial Group, Santa Clara, US

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

**13.00** Lunch in the Hall

## Parallel Session 1: Innovation and Identity

Chair: **Dr John Selby**, Lecturer, Department of Accounting and Corporate Governance, Macquarie University, Sydney, Australia

**14.00** New identity 'solutions':  
The questions everyone should ask  
**Paul Simmonds**, CEO, The Global Identity Foundation, UK

**14.45** Interactive Identity Workshop  
Can you balance privacy, primacy, risk and liability and still deliver viable business solutions?

**15.30** Discussion

**16.00** Close and Tea

**07.30-08.45** Breakfast in The Buttery

## Parallel Session 2

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

**09.00** Data Protection management software platform for DPOs to manage operational compliance  
**Kevin Shepherdson**, CEO, Straits Interactive, Singapore

**09.45** Ireland as a jurisdiction for data protection litigation  
**Paul Lavery**, Partner, McCann FitzGerald, Dublin, Ireland

## Parallel Session 2: Risk Methodology

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

**14.00** How privacy engineering helps minimise privacy risk and enables the wider use of personal data  
**Jason McFall**, Chief Technology Officer, Privitar, UK

**14.45** Heat maps and hard stats: Using risk methodology to manage privacy  
**Carolyn Robson**, Etihad Aviation Group, Abu Dhabi, United Arab Emirates

**15.30** Discussion

# Speakers & Chairs By Sector

## Data Protection Authorities and Policy Makers

**Kristin Benedikt**, Head of Department Telemedia, Data Protection Authority for the Private Sector, Bavaria, Germany  
**Giovanni Buttarelli**, European Data Protection Supervisor  
**Elizabeth Denham**, Information Commissioner, ICO, UK  
**Helen Dixon**, Data Protection Commissioner, Ireland  
**Isabelle Falque-Pierrotin**, President, EU Art. 29 DP Working Party and President, the CNIL, France

**Catherine Ching**, Legal Counsel, Privacy Commissioner for Personal Data, Hong Kong  
**Mar España Martí**, Director, AEPD, Spain  
**Karolina Mojzesowicz**, Deputy Head, Data Protection Unit, European Commission  
**Wojciech Wiewiórowski**, Assistant European Data Protection Supervisor, European Commission

## Data Controllers and Data Processors

**Kabir Barday**, OneTrust, US  
**Belinda Doshi**, DPR Programme Lead Counsel and former Global Chief Privacy Officer, Pearson, UK  
**Peter Fleischer**, Global Privacy Counsel, Google, France  
**Olga Ganopolsky**, General Counsel, Privacy and Data, Macquarie Group, Australia  
**Neil Harrison**, General Counsel, Group and Asia, Aviva, UK  
**Mark Keddie**, Global DP Officer, Dentsu Aegis Network, UK  
**Andreas Klug**, Global Head of Privacy and Group Privacy Officer, Worldpay, UK  
**Georg Krog**, Co-founder and Chief Data Protection and Privacy Officer, Signatu, Norway  
**Leena Kuusniemi**, Senior Legal Counsel, Rovio, Finland  
**Tina Maisonneuve**, Global Privacy Counsel, Glaxo Smith Kline, UK

**Jason McFall**, Chief Technology Officer, Privitar, UK  
**Annelies Moens**, Deputy Managing Director, Information Integrity Solutions, Australia  
**Ivan Nabalon**, CEO, Electronic IDentification, Spain  
**Carolyn Robson**, Etihad Aviation Group, United Arab Emirates  
**Kevin Shepherdson**, CEO, Straits Interactive, Singapore  
**David Trower**, Executive Director Global Privacy, PPD, UK  
**Pal Vaczi**, Senior Privacy Lawyer, BT, UK  
**Henry Velásquez Yanez**, EU-International Privacy Officer and Compliance Manager, CIGNA, Spain  
**Tom Widgery**, Head of Privacy, SVB Financial Group, Santa Clara, US  
**Kevin Willis**, Group Data Privacy Director and UK Digital General Counsel, Aviva, UK

## Law Firms

**Robert Belair**, Partner, Arnall Golden Gregory, Washington DC, US  
**John Benjamin**, Partner, DWF, UK  
**JP Buckley**, Partner, Shoosmiths, UK  
**Bryan Chan**, Senior Counsel, Linklaters, China  
**Gail Crawford**, Partner, Latham & Watkins, UK  
**Richard Cumbley**, Partner, Linklaters, UK  
**Javier Fernández-Samaniego**, Managing Director, Samaniego Law, Spain

**Nick Graham**, Partner, Dentons, UK  
**Dr. Jürgen Hartung**, Partner, Oppenhoff & Partner, Germany  
**Paul Lavery**, Partner, McCann FitzGerald, Dublin, Ireland  
**Nigel Parker**, Partner, Allen & Overy, UK  
**Giles Pratt**, Partner, Freshfields, UK  
**Andrew Sheridan**, Senior Associate, Freshfields, UK  
**Rob Sumroy**, Partner, Slaughter and May, UK  
**Philip Woolfson**, Partner, Steptoe, Belgium

## Academics and Foundations

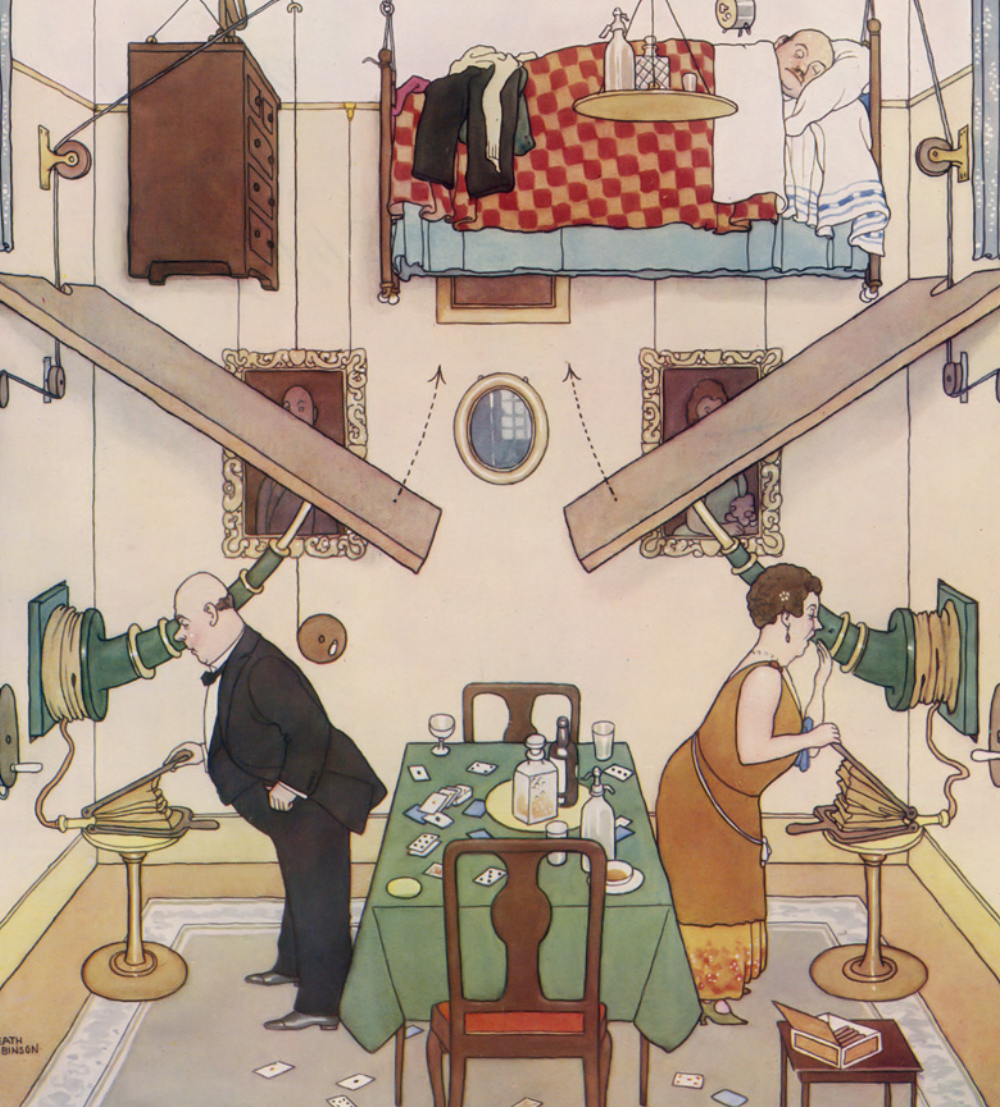
**Professor Joseph Cannataci**, United Nations Special Rapporteur on the Right To Privacy, Malta/Netherlands  
**Dr David Erdos**, Lecturer in Law and the Open Society, University of Cambridge, UK

**Christopher Millard**, Professor of Privacy and Information Law, Queen Mary University of London, UK  
**Dr John Selby**, Lecturer, Department of Accounting and Corporate Governance, Macquarie University, Sydney, Australia  
**Paul Simmonds**, CEO, The Global Identity Foundation, UK

## Privacy Laws & Business

**Tom Cooper**, Deputy Editor, PL&B Reports  
**Stewart Dresner**, Chief Executive

**Laura Linkomies**, Editor, PL&B Reports  
**Valerie Taylor**, Consultant



An Ideal Home, No. V. The Spare Room, by William Heath Robinson © Illustrated London News Ltd/Mary Evans Picture Library



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

**ELIZABETH DENHAM,  
INFORMATION COMMISSIONER, UK**

## 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

## Privacy Laws & Business has 2,000+ clients in 50+ countries, including:

- ▶ 70% of the Top 10 Global and UK Companies
- ▶ 70% of the Top 10 US Companies
- ▶ 75% of the Top 20 UK Companies
- ▶ 100% of the Top 10 Global Law Companies

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