

27<sup>th</sup>

Annual  
International  
Conference

PRIVACY LAWS & BUSINESS  
DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

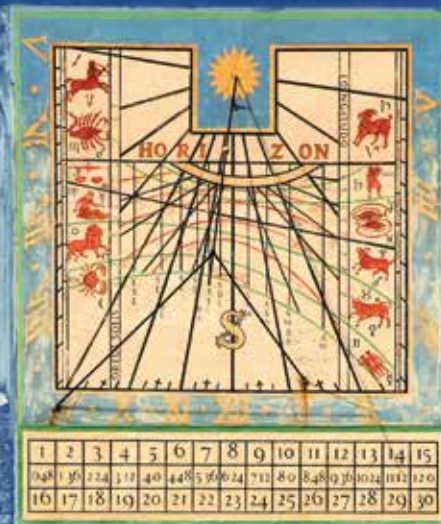
# Programme Overview

**New Horizons ~ New Risks**

QUEENS' COLLEGE CAMBRIDGE UK, 30 JUNE ~ 2 JULY 2014



21 CPD HOURS



**Conference registration:**

➔ [www.privacylaws.com/register](http://www.privacylaws.com/register)

**Session summaries and speaker biographies:**

➔ [www.privacylaws.com/interactive\\_programme](http://www.privacylaws.com/interactive_programme)

24 videos from PL&B's 2013  
conference:  
[www.privacylaws.com/2013Videos/](http://www.privacylaws.com/2013Videos/)

*"The conference was engaging, interesting and enjoyable plus a great opportunity  
to network and pick up useful tips and guidance"*

**Helen Gourdin, Senior Counsel, DIAGEO**

## Interaction is at the heart of this conference...

By attending this conference, you will better **distinguish the myths from the realities**, understand the new challenges and accompanying risks presented by privacy and data protection laws, and identify the **new opportunities on the horizon**. What are the implications for the way laws are interpreted and enforced by the regulators? How will you assess the impact on your company in different countries? Where is your room for manoeuvre? What does your organisation need to do to **navigate your route through these challenges**, conducting your business with one eye on your immediate operational needs and the other eye on **the ever widening horizon**?

Questions and Answers are scheduled into every session. We will keep you up to date via **email, LinkedIn, Twitter #PLB2014AC and Facebook**.

### PRIVACY LAWS & BUSINESS SERVICES

- International Reports
- UK Reports
- E-News
- Conferences
- Roundtables with DP Authorities
- Privacy Officers Networks
- Consulting
- Audits
- Training
- Recruitment: Permanent and contract roles
- Research

## 49 speakers in 3 days

The Privacy Laws & Business 27th Annual International Conference, *New Horizons – New Risks*, features around 40 speakers and chairs from 13 countries in Europe, Asia, North and Latin America over 3 intensive days. Around half of these speakers will be giving a presentation at this event for the first time. At the world's longest running independent international privacy event, you are sure to gain professionally by networking with your peers.

Many of the speakers attend the entire conference, providing you with an ideal

opportunity to have direct contact with the key decision-makers, regulators, privacy lawyers, consultants and company privacy managers. Everyone mixes easily, not only in formal sessions but also at meal times, included in your registration fee, and in social events, such as evening drinks receptions in the college gardens, guided walks and punting. Join the regulator/company/law firm/academic Tuesday pre-dinner PL&B Conference Choir.

Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.

### WHY YOU SHOULD COME

- Network with regulators, decision makers, lawyers and privacy professionals from many countries
- Learn to work more effectively and tackle your urgent privacy problems
- Look at models of good practice and reassess your own company policies
- Reduce your company's risk and increase your Return on Investment
- Stay ahead of privacy trends and prepare for unexpected data breaches
- Benefit from three packed days, all meals included, in a beautiful classic Cambridge college
- 21 CPD hours



## Conference in numbers

### 49 SPEAKERS FROM 13 COUNTRIES:

Argentina, Belgium, Canada, Finland, France, Germany, Greece, Ireland, Russia, South Africa, Turkey, United Kingdom, and the USA

### 21 CONFERENCE THEMES

1. Privacy as a core element of business strategy
2. Relationships with Data Protection Authorities
3. Belgium, Latin America, Russia, South Africa, Turkey, United Kingdom, USA
4. Credible accountability
5. Applying quality management principles to data protection compliance
6. Security risks and data breaches
7. Data protection audits
8. Powerful data analytics
9. Investigations and data protection
10. Instructing private investigators
11. The UK government's plans to strengthen the UK Data Protection Act and related law
12. The UK Information Commissioner's expanded powers
13. Progress on the EU Data Protection draft Regulation
14. US Safe Harbor and other aspects of international transfers
15. Workplace surveillance
16. Employees' use of social media
17. Wearable technology in the workplace
18. Privacy traps for Apps
19. Privacy by Design
20. Investigating privacy and security when developing new business models
21. The future for privacy seals

### 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*

### Sponsors

**DENTONS**

**Linklaters**

**LATHAM & WATKINS**

**MORRISON  
FOERSTER**

SUPPORTER:



## Pre-Conference ~ Sunday 29<sup>th</sup> June

- 18.30** Drinks (all welcome but pre-booking requested)
- 19.30** Dinner in the Queens' College Medieval Dining Hall  
(limited number of places, pre-booking required)

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## Monday 30<sup>th</sup> June

- 09.00** *Chair's introduction: New Horizons – New Risks*  
Stewart Dresner, Chief Executive, Privacy Laws & Business
- 09.15** *Creative use of mobile data as a core element of EE's business strategy*  
Vanessa Mortiaux, Senior Legal Counsel, EE, UK
- 09.55** *How LinkedIn approaches its relationships with Data Protection Authorities*  
Eric Heath, Director of Legal — Global Privacy and Public Policy, LinkedIn, Ireland
- 10.35** Coffee (sponsored by DENTONS)
- 11.00** *Converting accountability into credible building blocks for consumers and regulators*  
Elizabeth Denham, Information & Privacy Commissioner, British Columbia, Canada
- 11.30** *Applying quality management principles to data protection compliance*  
Stefan Hanloser, Global Privacy & Data Protection Officer, Allianz Asset Management, Germany
- 12.00** *South Africa's comprehensive EU-based Protection of Personal Information Act*  
Pamela Stein, Partner, Webber Wentzel, in alliance with Linklaters, South Africa  
Chair: Laura Linkomies, Editor, Privacy Laws & Business International and United Kingdom Reports

### **12.30 Parallel 1: Audits**

*Belgian Data Protection Commission's new company audit programme: Preparing for a new European legal framework*  
Willem Debeuckelaere, President, and Marc Vael, Head of Audit, Commission de la Protection de la Vie Privée, Belgium  
Chair: William Long, Partner, Sidley Austin, UK

### **12.30 Parallel 2: Security risks**

*Security risks – Assessing your vulnerabilities*  
Peter Wood, Chief Executive Officer, First Base Technologies LLP, UK  
Chair: Stuart Lynch, Consultant, Privacy Laws & Business

- 13.00** Lunch

- 14.00** *New horizons for powerful data analytics: Balancing privacy risks for users*  
Fernando Lucini, Chief Technology Officer, HP Autonomy, UK and  
Daniel Pradelles, EMEA Privacy Officer, Hewlett-Packard, Paris

**14.50 Parallel 1: Turkey**

*Turkey's long and winding road towards a data protection law based on its constitution, civil and criminal codes, sectoral regulations and the EU*  
Dr Nilgün Başalp, Assistant Professor of Law, Istanbul Bilgi University, Turkey, and Dr Elif Küzeci, Professor of Law, University of Bahçeşehir, Istanbul, Turkey  
Chair: Thomas Zerdick, Head, Reform, DP Unit, European Commission, Brussels

**14.50 Parallel 2: Data Breaches**

*High profile breaches of the Data Protection Act – Tips for Survival*  
James Derby, Corporate Solicitor, London Borough of Croydon, UK  
Chair: Stuart Lynch, Consultant, Privacy Laws & Business, UK

**15.35** Tea (sponsored by DENTONS)

**16.00** *A guide to Russian data privacy law and avoiding regulatory action*  
Anastasia Amosova, Of Counsel, Dentons St Petersburg, Russia and Nick Graham, Partner, Dentons, London

**16.45** *Data Breach Response: The US and European experience*  
Margaret Tofalides, Partner, Clyde and Co LLP, UK and Bob Stephenson, Head of Service Delivery, Affinity Partnerships, Experian, UK

**17.30** Close

**18.00** Guided walk around Cambridge

**18.45** Drinks (sponsored by Linklaters)

**19.30** Dinner in the Dining Hall

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## Tuesday 1<sup>st</sup> July

**08.55** *Welcome and Highlights of Day 1*  
Stewart Dresner, Chief Executive, Privacy Laws & Business

**09.00** *Investigations and data protection: Balancing conflicting risks. Scenario and discussion*  
Tanguy Van Overstraeten, Partner, and Annamaria Mangiaracina, Partner, Linklaters, Belgium;  
Bruno Gencarelli, Deputy Head of the Data Protection Unit, European Commission, Brussels;  
Christian D'Cunha, Policy and Consultation Unit, European Data Protection Supervisor, Brussels

**10.00** *Progress on the EU Data Protection draft Regulation under the Greek Presidency*  
Lilian Mitrou, Associate Professor, University of the Aegean, Greece, Chair DAPIX Council of Justice Ministers Committee, Greek Presidency, January - June 2014

**10.30** Coffee (sponsored by DENTONS)

**11.00** *EU DP draft Regulation: 2nd and final round?*  
Thomas Zerdick, Head of the Reform Sector, Data Protection Unit, European Commission, Brussels;  
Peter Hustinx, European Data Protection Supervisor, Brussels; Christopher Graham, Information Commissioner, UK; Lilian Mitrou, Chair DAPIX Council of Justice Ministers Committee, Greek Presidency  
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business

**12.30 Parallel 1: Workplace surveillance**

*Workplace surveillance: What the multi-national employer really needs to know – and do*

Ann Bevitt, Partner, Morrison & Foerster, UK

**12.30 Parallel 2: Binding Corporate Rules**

*How to successfully gain approval for your Binding Corporate Rules*

Geraldine Dersley, Lead Solicitor and Director, BCR programme, Information Commissioner's Office, UK  
*Bridging EU BCRs and APEC Cross Border Privacy Rules*

Myriam Gufflet, BCR Division Manager, Compliance Department, the CNIL, France

Chair: Valerie Taylor, Legal Editor and Consultant, Privacy Laws & Business, UK

**13.00** Lunch

**14.00** *US Safe Harbor: Surveying the foundations and other aspects of international transfers*

Christopher Hoff, Administrator - U.S.-EU & U.S.-Swiss Safe Harbor Frameworks, Department of Commerce, USA; Lilian Mitrou, Associate Professor, University of the Aegean, Greece, Chair DAPIX Council of Justice Ministers Committee, Greek Presidency, January - June 2014; Thomas Zerdick, Head of the Reform Sector, Data Protection Unit, European Commission, Brussels; Peter Hustinx, European Data Protection Supervisor, Brussels Geraldine Dersley, Lead Solicitor and Director, BCR programme, Information Commissioner's Office, UK

Chair: Richard Cumbley, Partner, Linklaters

**15.00** *The government's plans to strengthen the UK Data Protection Act and related law*

Rt Hon Simon Hughes MP, Minister of State for Justice, UK

Chair: Valerie Taylor, Legal Editor and Consultant, Privacy Laws & Business, UK

**15.35** Tea (sponsored by DENTONS)

**15.55 Parallel 1: Latin America**

*Latin America's data protection laws: An EU basis with distinctive national flavours*

Pablo Palazzi, Attorney, Allende & Brea, Buenos Aires, Argentina

Chair: Laura Linkomies, Editor, Privacy Laws & Business International and United Kingdom Reports

**15.55 Parallel 2: Privacy by Design**

*Bridging the Privacy-by-design gap between privacy managers and software engineers*

Antonio Kung, CTO Trialog and Coordinator PRIPARE, Paris, France

Chair: Vanessa Mortiaux, Senior Legal Counsel, EE, UK

**16.45** *Using the ICO's expanded powers for maximum impact on organisations and individuals*

Christopher Graham, Information Commissioner, UK

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

**17.35** Close

**18.00** Punting on the River Cam (sponsored by Morrison & Foerster)

**18.45** Drinks

**19.30** PL&B Conference Choir and Dinner in the Queens' College Medieval Dining Hall

## Wednesday 2<sup>nd</sup> July

- 08.55** *Welcome and Highlights of Days 1 and 2*  
Stewart Dresner, Chief Executive, Privacy Laws & Business
- 09.00** *Instructing private investigators: Avoiding criminal liability and other risks*  
Nigel Parker, Senior Associate, Allen & Overy, UK  
Tom Russell, Head of Corporate Intelligence, KPMG Forensic, UK
- 09.45** *Integrating privacy and security when developing new business models*  
Claus Ulmer, Group Data Privacy Officer, Deutsche Telekom, Germany
- 10.30** Coffee
- 11.00** *A path from chaos to good order for employees' use of social media*  
Richard Cumbley, Partner, and Simon Kerr Davis, Associate, Linklaters, UK  
Chair: Elizabeth Denham, Information & Privacy Commissioner, British Columbia, Canada
- 11.40** *Wearable technology in the workplace*  
Sally Annereau, Data Protection Analyst, Taylor Wessing, London; and Dr Chris Brauer, Senior Lecturer, Director, MSc Management of Innovation, Founder, Centre for Creative & Social Technologies, Institute of Management Studies, Goldsmiths, University of London, UK
- 12.20** *How the Angry Birds company keeps 350 million happy players safe, maintains a constructive dialogue with Data Protection Authorities, and grows fast*  
Leena Kuusniemi, Senior Legal Counsel, Rovio Entertainment, Finland
- 13.00** Lunch
- 14.00** *Top Five privacy traps for Apps*  
Gail Crawford, Partner, Latham & Watkins, London  
Jennifer Archie, Partner, Latham & Watkins, Washington DC
- 14.45** *A Europe-wide perspective on privacy seals: Advantages and disadvantages of going through the process*  
Douwe Korff, Emeritus Professor of International Law, London Metropolitan University and Associate of the Oxford Martin School of the University of Oxford  
*Why and how the CNIL has introduced privacy seals in France*  
Myriam Gufflet, BCR Division Manager, Compliance Department, the CNIL, France  
*Get ready for a UK Information Commissioner's privacy seal on the near horizon*  
Gemma Farmer, Senior Policy Officer, Information Commissioner's Office, UK
- 15.45** Close and Tea

## Notes

1. Time will be scheduled for discussion in each session.
2. The above speakers are confirmed. However, conference content/timing/speakers are subject to change.
3. Buffet lunches and 3 course dinners (within the time frame of your attendance) are included in the conference fees.
4. Registration, single accommodation costs and further information at [www.privacylaws.com/annualconference](http://www.privacylaws.com/annualconference)

# A short list of conference speakers

## Government

- Rt Hon Simon Hughes MP, Minister of State for Justice, UK
- Lilian Mitrou, Associate Professor, University of the Aegean, Greece, Chair DAPIX Council of Justice Ministers Committee, Greek Presidency, January - June 2014

## Data Protection Authorities and International Organisations

- Peter Hustinx, European Data Protection Supervisor, Brussels
- Christopher Graham, Information Commissioner, Information Commissioner's Office, UK
- Willem Debeuckelaere, President, and Marc Vael, Head of Audit, DP Commission, Belgium
- Elizabeth Denham, Information & Privacy Commissioner, British Columbia, Canada
- Christopher Hoff, Administrator - U.S.-EU & U.S.-Swiss Safe Harbor Frameworks, U.S. Dept. Commerce, USA
- Marie-Hélène Boulanger, Head of the Data Protection Unit, European Commission, Brussels
- Bruno Gencarelli, Deputy Head of the Data Protection Unit, European Commission, Brussels
- Christian D' Cunha, Policy and Consultation Unit, European Data Protection Supervisor, Brussels
- Myriam Gufflet, BCR Division Manager, Compliance Department, the CNIL, France
- Geraldine Dersley, Lead Solicitor and Director, BCR programme, Information Commissioner's Office, UK
- Gemma Farmer, Senior Policy Officer, Information Commissioner's Office, UK

## Companies

Allianz Asset Management, Germany; Deutsche Telekom, Germany; EE, UK; Experian, UK; First Base Technologies, UK; HP Autonomy, UK and Hewlett-Packard, France, LinkedIn, Ireland; Trialog and PRIPARE, France; Rovio Entertainment, Finland; KPMG Forensic, UK

## Law firms

Allen & Overy, UK; Allende & Brea, Argentina; Clyde & Co, UK; Dentons, Russia and UK; Latham & Watkins, UK; Linklaters, Belgium and UK; Morrison & Foerster, UK; and Webber Wentzel, South Africa

## Academics

The Istanbul Bilgi University, Turkey, and University of Bahçeşehir, Istanbul, Turkey; Centre for Creative & Social Technologies, Institute of Management Studies, Goldsmiths, University of London, UK; and London Metropolitan University and the Oxford Martin School of the University of Oxford

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## Privacy Laws & Business Services

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