



**KEY ISSUES COVERED:**

- ▶ Demonstrating GDPR and DP Act compliance
- ▶ Handling complex access requests
- ▶ Enforcement and defending your reputation
- ▶ International transfers of personal data

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Conference Host:

 #PLBIRL



**The Data Protection Commissioner's perspective**

Helen Dixon, Commissioner for Data Protection, Ireland

**Supervision and enforcement by the Data Protection Commission**

Joanne Neary, Solicitor, Ireland

**Case studies from the DPC's Special Investigations Unit**

Tony Delaney, Head, Special Investigations Unit, Data Protection Commission, Ireland

# Integrating Ireland's Data Protection Law Into Everyday Business

8-9 May 2019, McCann FitzGerald, Dublin

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# Integrating Ireland's Data Protection Law Into Everyday Business

8-9 May 2019, McCann FitzGerald, Dublin

Ireland has become an increasingly attractive location for companies, such as Facebook, Microsoft and Apple, based outside the European Economic Area, to site their European headquarters. Since the United Kingdom's decision to leave the European Union, Ireland's combination of educated work force, favourable tax regime and English speaking population has the additional attraction of it soon becoming the major English speaking EU Member State.

Since the introduction of the General Data Protection Regulation (GDPR) on 25 May 2018, the Irish Data Protection Commission (DPC) has seen a significant increase in the numbers of complaints and data breach notifications made to the office. General queries and contacts with the office have also increased considerably. More than 1,000 Data Protection Officers have been appointed by organisations across Ireland and notified to the DPC since May 2018. The government has responded by significantly increasing the DPC's budget and resources to enable the office to carry out its supervisory mission.

The new One-Stop-Shop mechanism was established under the GDPR with the objective of streamlining how organisations that do business, or carry out their activities in more than one EU Member State, deal with Data Protection Authorities. It places the Irish DPC as the Lead Supervisory Authority for the many multinational and big tech companies established in Ireland.

It is against this background that *Privacy Laws & Business*, in association with leading law firm, McCannFitzGerald, has organised a conference, *Integrating Ireland's Data Protection Law into Everyday Business* taking place in Dublin on 8-9 May. The emphasis will be on practical solutions to help overcome common challenges posed by the GDPR as transposed into Ireland's law.

The conference is spread over an afternoon and the following day to provide a social dimension in the form of a conference dinner to which the senior staff of the Data Protection Commission and other speakers have been invited.

## Conference Sessions

8-9 May 2019, McCann Fitzgerald, Dublin

### Day 1: Wednesday 8 May 2019

#### 15.15 Registration and Tea

#### 15.45 Welcome

**Paul Lavery**, Partner, McCann FitzGerald

#### 15.50 Introduction

**Stewart Dresner**, Chief Executive, *Privacy Laws & Business*, UK

- ▶ Which data protection law issues are of most concern to data controllers and data processors?  
Conference participants

#### 16.05 Demonstrating compliance by keeping records (GDPR Art. 30)

**Steve Wright**, formerly Interim Data Protection Officer, Bank of England, and DPO for John Lewis Partnership and Unilever PLC

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

#### 16.45 Practical responses to data breaches post GDPR, notifications to the Data Protection Commission and to data subjects, and associated record-keeping (GDPR Art. 33)

**Denis Kelleher**, Head of Privacy EMEA, LinkedIn, Ireland  
Chair: **Paul Lavery**, Partner, McCann FitzGerald

#### 17.20 Which types of guidance would data controllers and data processors like from the Data Protection Commission?

Conference participants

Chair: **Paul Lavery**, Partner, McCann FitzGerald

#### 17.30 Close

#### 19.30 Dinner

**Senior Data Protection Commission Staff** have been invited to the dinner as guests of the conference



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## Day 2: Thursday 9 May 2019

### 09.00 Registration and Coffee

### 09.30 Role of Data Protection/Privacy Officers and the Data Protection Commission's engagement with them (GDPR Arts. 37-39 and Section 34 DPA)

- ▶ Potential conflict of interests and DPOs' protected employment status
- ▶ Where do DPOs' legal obligations begin and end?
- ▶ The case of the Department for Social Protection's Public Service Card
- ▶ Who should take responsibility in various situations e.g. HR, IT, Compliance and DP Managers?

**Denis Kelleher**, Head of Privacy EMEA, LinkedIn, Ireland

Chair: **Paul Lavery**, Partner, McCann FitzGerald

### 10.15 Parallel sessions

#### Session 1: Data protection by design and default (GDPR Art. 25)

- ▶ How implementing Privacy by Design can support compliance with GDPR and leverage privacy-as-a-sell

**Rachael Gallagher**, Manager, Data Privacy and **Nicola Flannery**, Senior Manager, Deloitte, Ireland

Chair: **Stewart Dresner**, Chief Executive, PL&B, UK

#### Session 2: Data protection impact assessment (GDPR Arts. 35-36)

- ▶ Social media monitoring: Listening to your customers

**Doug McMahon**, Senior Associate, McCann FitzGerald

Chair: **Adam Finlay**, Partner, McCann FitzGerald

### 11.00 Coffee

### 11.20 Access requests

- ▶ Experience of handling access requests involving large numbers and/or complex requests and associated record-keeping (GDPR Art. 15)
- ▶ The weaponisation of access requests for litigation purposes
- ▶ Responding to Data Protection Commission enquiries and complaints. (GDPR Art. 31 and Part 6, DPA)

**Sadhbh O'Sullivan**, Senior Associate, McCann FitzGerald

Chair: **Paul Lavery**, Partner, McCann FitzGerald

### 12.00 The Data Protection Commissioner's Perspective: Integrating Ireland's data protection law into everyday business

**Helen Dixon**, Commissioner for Data Protection, Ireland

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

### 13.00 Lunch

### 14.00 Supervision and Enforcement

Chair: **Paul Lavery**, Partner, McCann FitzGerald

#### Supervision and enforcement by the Data Protection Commission

**Joanne Neary**, Solicitor, DP Commission, Ireland

#### Cases studies from the Data Protection Commission's Special Investigations Unit

**Tony Delaney**, Head, Special Investigations Unit, Data Protection Commission, Ireland

#### Aggravating and mitigating factors behind the size of fines

**Ken Macdonald**, Head of the UK ICO's Regional Offices including Northern Ireland

### 15.00 Parallel sessions

#### Session 1: On-boarding and oversight of processors

- ▶ Examples of contractual provisions commonly accepted and rejected

- ▶ How to determine levels of liability (GDPR Art. 28)

- ▶ Selecting a processor

- ▶ Oversight and review

**Paul Lavery**, Partner, McCann FitzGerald

Chair: **Dan Cooper**, Partner, Covington & Burling, UK

#### Session 2: Legitimate Interest Assessments

- ▶ Proposed Methodology and Guidance (GDPR Art. 6.1 (f))

**Adam Finlay**, Partner, McCann FitzGerald

Chair: **Sadhbh O'Sullivan**, Senior Associate, McCann FitzGerald

### 15.45 Tea

### 16.00 International transfers of personal data (GDPR Arts. 44-50 and Section 37 DPA)

#### Impact of Brexit in Ireland – cross-border data flows

**Ken Macdonald**, Head of the UK ICO's Regional Offices including Northern Ireland

#### International transfers outside the EEA: Future amendments to Standard Contractual Clauses. More companies applying to Ireland for BCRs?

**Linda NiChualladh**, Head of Privacy (Legal) EMEA, Citi, Ireland

**Dan Cooper**, Partner, Covington & Burling, UK

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

### 16.40 GDPR implementation across the EU

- ▶ How do Ireland's national derogations compare with other EU Member States? (DPA Sections 36-55, 60-61 and 162 and GDPR Arts. 88-89)

**Emma Redmond**, Senior Director, International Privacy and Data Protection, Ancestry, Ireland

Chair: **Doug McMahon**, Senior Associate, McCann FitzGerald

### 17.20 Issues on the near horizon

**Paul Lavery**, Partner, **Adam Finlay**, Partner, McCann FitzGerald and **Stewart Dresner**, Chief Executive, *PL&B*

### 17.30 Close and Drinks

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Conference Host:

**MCCANN FITZGERALD**

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