



Privacy Laws & Business  
26th Annual International  
**CONFERENCE**  
*Bridging Privacy Cultures*

1~3 July 2013  
Queens' College  
Cambridge  
UK

21 CPD hours and 12 CPE points

[www.privacylaws.com/annualconference](http://www.privacylaws.com/annualconference)

#PLB2013AC

**PRIVACY LAWS & BUSINESS**  
DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

*"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*

- Speakers from 14 countries include:
- UK Justice Minister
  - Ireland's Chair, EU Council of Ministers DP Working Group
  - 12 Data Protection Authority speakers from 7 countries and from the European Commission and the Council of Europe
  - 18 lawyers from law firms in 8 countries
  - 8 consultants
  - 10 companies and other speakers

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

By attending this conference, you will better understand data protection laws' cultural differences - the main lines and subtleties - and what that means for implementation and enforcement of privacy laws and their impact on your company in different countries. What is explicit, what is implicit, and where are the grey areas, the room for manouvre, and in what circumstances do the same words mean different things? What is the scope for meeting in the middle of apparently diverse, for example, EU-US and EU-Asian requirements?

Questions and Answers are scheduled into every session in the programme. We will keep you up to date on any changes to the programme via e-mail, LinkedIn, Twitter #PLB2013AC and Facebook.

### **WHY YOU SHOULD COME TO THE CONFERENCE:**

- 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 inevitable data breaches
- Benefit from three full packed days, all meals included, in a beautiful classic Cambridge college

### **50+ SPEAKERS FROM 14 COUNTRIES IN 3 DAYS**

The Privacy Laws & Business 26th Annual International Conference features more than 50 speakers and chairs from 14 countries over 3 intensive days. Over half of these speakers are 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, privacy lawyers, consultants and company privacy managers from many countries. Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.

### **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

**CONFERENCE SPONSORSHIP** Sponsorship opportunities are available for lunches, dinners and social events. See page 7 for options.



*Queens' College, Cambridge*



*A pre-dinner punt along the river*

## Why this conference is distinctive

- Most speakers and other participants stay throughout the conference in rooms at the venue, which means that there are several opportunities to meet from morning to night.
- You will receive a folder with each available presentation. It is easier to follow speakers and take notes, and you will have notes for parallel sessions you have missed
- PL&B's team of correspondents report on many sessions. These reports are available to you free of charge afterwards, adding value to your conference experience.
- Question and answer time is written into the programme to help ensure an interactive experience
- All meals are included in the conference fee and are taken together so the conference's cohesiveness is not lost in the evenings
- Evening social events, such as the improv musical, punting and PL&B Conference Choir give this conference a unique and distinctive summer school atmosphere

Anyone interested in singing in the Conference Choir, e-mail [valerie.taylor@privacylaws.com](mailto:valerie.taylor@privacylaws.com)

## You can volunteer to:

- **Put your views to the EU Art. 29 DP Working Party:** Be one of 5 people to spend 5 minutes each in open session putting your views to Jacob Kohnstamm, the Chair of the EU Art. 29 DP Working Party and David Smith, Director of Data Protection, Information Commissioner's Office, United Kingdom on the EU Data Protection draft Regulation (session at 14.00h. on Tuesday 2nd July)
- **Recommend to the EU a way forward on data security:** Send a message to Brussels. Give your opinion to the European Commission on how the data security provisions in the EU Data Protection draft Regulation should be framed (session at 15.00h. on Wednesday 3rd July)

If you are interested in any of the above, e-mail [stewart.dresner@privacylaws.com](mailto:stewart.dresner@privacylaws.com)

*"The place where the leaders of the world's privacy meet once a year"*

Christopher Rees, Partner, Taylor Wessing, London

## Social Programme

### PRE-CONFERENCE ~ SUNDAY, 30th JUNE, 2013

18.30 Drinks (all welcome but pre-booking requested)    19.30 Dinner (limited number of places, pre-booking required)

### DAY 1 ~ MONDAY, 1st JULY, 2013

18.00 Guided walk around Cambridge

18.45 Drinks

19.30 Dinner in the Dining Hall

21.00 Improv musical: *Showstoppers* ([www.showstopperthemusical.com](http://www.showstopperthemusical.com))

### DAY 2 ~ TUESDAY, 2nd JULY, 2013

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

18.45 Drinks (sponsored by Linklaters)

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

# Bridging Privacy Cultures

## CONFERENCE PROGRAMME

### PRE-CONFERENCE ~ SUNDAY, 30th JUNE, 2013

16.30-17.30 Registration

18.30 Drinks (all welcome but pre-booking requested) 19.30 Dinner (limited number of places, pre-booking required)

### DAY 1 ~ MONDAY, 1st JULY, 2013

07.30-08.45 Breakfast in the Dining Hall 08.00-17.30 Registration

#### 09.00 *Bridging Privacy Cultures*

Chairman's Introduction: **Stewart Dresner**, Chief Executive, Privacy Laws & Business

#### 09.15 *Bridging Privacy Cultures: Is it Possible? Is it Desirable?*

**Professor Colin J Bennett**, Professor of Political Science, University of Victoria, Canada

#### 09.45 Questions & Answers

#### 10.00 *Investing in one global privacy policy to maintain customer and employee trust across Unilever's 400+ brands in 190+ countries*

**Steve Wright**, Global Privacy Officer, Unilever, London

#### 10.30 Questions & Answers

#### 10.45 Coffee (sponsored by DENTONS)

**11.10 PARALLEL 1: Tracking via mobile apps and geolocation: reconciling users' convenience, app developers' hunger for data, advertisers' advantages and legal requirements**

*Every step you take: Addressing privacy aspects of mobile apps*

**Scott Singer**, Partner, Dentons, London

**Kasey Chappelle**, Global Privacy Counsel, Vodafone Group Services

#### *Mobile apps and geolocation*

**Dr Simon Rice**, Group Manager (Technology), Information Commissioner's Office, UK and member of the EU Art. 29 Data Protection Working Party's Technology Subgroup

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

#### 11.55 Questions & Answers

#### 11.10 PARALLEL 2: Bridging Privacy Cultures

*To what extent can personal data be treated as property?*

**Christopher Rees**, Partner, Taylor Wessing, London

#### 11.30 Questions & Answers

#### 11.40 *Writing a new privacy law - starting with a blank canvas*

**Cerys Wyn Davies**, Partner; **Kathryn Wynn**, Senior Associate; **Marc Dautlich**, Partner: Pinsent Masons, London and Birmingham

Chair: **Professor Colin J Bennett**, Professor of Political Science, University of Victoria, Canada

#### 12.05 Questions & Answers



## 12.15 WhatsApp shows the limits of fair collection and monetising personal data

**Jennifer Stoddart**, Privacy Commissioner of Canada, and **Jacob Kohnstamm**, Chairman, Netherlands Data Protection Commission, Joint Canadian and Netherlands enforcement action

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

## 12.45 Questions & Answers

## 13.00 Lunch

### 14.00 PARALLEL 1: Law

**14.00 Data privacy cases decided by the Court of Justice of the European Union and the European Court of Human Rights**

**Paul Van den Bulck**, Avocat, McGuire Woods LLP, Paris and Brussels  
**Anna Buchta**, Head of litigation and legislative policy, Office of the European Data Protection Supervisor (EDPS), Brussels

### 14.30 Questions & Answers

**14.45 Adapting to Spain's Agencia's new varied sanctions policy: Avoid, negotiate or fight?**

**Rafael García del Poyo**, Partner, Osborne Clarke, Madrid

Chair: Michael Hopp, Partner, Plesner Law Firm, Copenhagen

### 15.15 Questions & Answers

### 14.00 PARALLEL 2: Corporate Strategy & Risk Assessment

**14.00 How Birmingham City Council used Privacy by Design to achieve greater efficiency, reduce costs, and defend against an ICO action**

**Varun Shingari**, Senior Solicitor, Privacy and Information Law Team, Birmingham City Council.

### 14.30 Questions & Answers

**14.45 The ICO's enforcement practice now and preparing for its future powers**

**David Smith**, Director of Data Protection, Information Commissioner's Office, United Kingdom

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

### 15.15 Questions & Answers

### 14.00 PARALLEL 3: Asia

**ASIAN Data Privacy Culture Transformed**

**Angela Xu**, Manager, Policy, Personal Data Protection Commission, Singapore  
**Jie Yin**, Director, Information Security & Privacy, a leading automotive company, China

### 14.30 Questions & Answers

**14.45 The prospects for Bridging Privacy Cultures on international transfers between the EU's Binding Corporate Rules and APEC's Cross-Border Privacy Rules**  
**Peter Schaar**, The Federal Commissioner for Data Protection and Freedom of Information, Germany

Chair: Steve Wright, Global Privacy Officer, Unilever, London

### 15.15 Questions & Answers

## 15.30 Tea (sponsored by DENTONS)

### 15.50 PARALLEL 1: Developments in Monitoring

**15.50 Smart Metering: Preparing to overcome privacy problems in law and practice**

**Dr Rainer Knyrim**, Attorney at Law, Preslmayr Rechtsanwaelte, Vienna

### 16.15 Questions & Answers

**16.25 Genetic testing and insurance: What's fair game and what's not?**

**Patricia Kosseim**, Senior General Counsel and Director General of Legal Services, Policy and Research, Office of the Privacy Commissioner of Canada

Chair: Valerie Taylor, Consultant, Privacy Laws & Business

### 16.50 Questions & Answers

### 15.50 PARALLEL 2: Privacy Impact Assessment and Risk Management

**Bridging the techniques between Privacy Impact Assessment and Risk Management**

**15.50 The ICO's survey objectives**

**Steve Wood**, Head of Policy Delivery, Information Commissioner's Office, UK

### 16.10 The ICO's survey results

**David Wright**, Managing Partner, Trilateral Research & Consultancy, London

**16.30 Risk assessment leads to eBay's layered Privacy and Cookie Policy, ideal for e-commerce across all platforms**

**Barbara Mangan Sondag**, Head of Global Privacy, eBay Classifieds, The Netherlands

Chair: Scott Singer, Partner, Dentons, London

### 16.50 Questions & Answers

## 17.00 How Ireland's Data Protection Commissioner steered Facebook towards a revised EU-wide privacy policy

**Billy Hawkes**, Data Protection Commissioner, Ireland

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

### 17.30 Questions & Answers

### 17.45 Close

## 18.00 Guided walk around Cambridge

## 18.45 Drinks

## 19.30 Dinner in the Dining Hall

## 21.00 Improv musical: *Showstoppers* ([www.showstopperthemusical.com](http://www.showstopperthemusical.com))

# DAY 2 ~ TUESDAY, 2nd JULY, 2013

07.30-08.45 Breakfast in the Dining Hall 08.00-17.30 Registration

**08.45 PARALLEL 1:** *En route to Binding Corporate Rules for Processors: Take the guided tour*

**William Long**, Partner, Sidley Austin, London  
**Myriam Gufflet**, Legal Adviser, Department of European and International Affairs, the CNIL (Data Protection Authority), France

**Daniel Pradelles**, EMEA Privacy Officer, Hewlett-Packard, France

Chair: *William Long, Partner, Sidley Austin, London*

**09.30 Questions & Answers**

**08.45 PARALLEL 2:** *Preparing for and handling cyber attacks on personal data*

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

**Jennifer C. Archie**, Partner, Latham & Watkins, Washington DC

**Seth Berman**, Executive Managing Director, Stroz Friedberg, London

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

**09.30 Questions & Answers**

**09.45** *Strengthening Global privacy law enforcement among Data Protection Authorities worldwide*

**Jennifer Stoddart**, Privacy Commissioner of Canada

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

**10.15 Questions & Answers**

**10.30** Coffee (sponsored by DENTONS)

**11.00** *Balancing individuals' data protection rights and encouraging an enterprise culture*

**Lord McNally**, Minister of State for Justice and Deputy Leader of the House of Lords, United Kingdom

**11.25 Questions & Answers**

**EU Data Protection draft Regulation: State of play at the end of June and the Irish Presidency**

**11.35** *Proposed EU Data Protection Regulation: Progress on negotiations during the Irish Presidency*

**Seamus Carroll**, Department of Justice and Equality, Ireland, and Chair of the Council of Ministers' Data Protection Working Group (January to June 2013)

**12.00 Questions & Answers**

**12.10** *The EU proposed Data Protection Regulation: Myths and realities*

**Giorgos Rossides**, Policy Officer - Data Protection Reform, European Commission - Justice DG, Brussels

**12.35 Questions & Answers**

**12.45** Discussion with the panel

11.00 to 13.00 Chair: *Stewart Dresner, Chief Executive, Privacy Laws & Business*

**13.00** Lunch

**14.00** *EU General Data Protection Draft Regulation:*

- *State of Play and Continuing Dilemmas*
- *Priority areas for Europe's Data Protection Authorities*

**Jacob Kohnstamm**, Chairman, EU Art. 29 Data Protection Working Party, and

**David Smith**, Director of Data Protection, Information Commissioner's Office, United Kingdom

**14.40** *Priority areas for companies: Response from other conference participants who have volunteered in advance to propose the top 5 issues. Different volunteers speak briefly, each on one issue*

Chair: *Richard Cumbley, Partner, Linklaters, London*

**15.15 PARALLEL 1:** Supply chains

*Assessing and addressing privacy law vulnerabilities in supply chains*

**Julian Cunningham-Day**, Partner, Linklaters, London

Chair: *Andreas Fick, Privacy Officer, Nestlé GLOBE Center Europe, Frankfurt, Germany*

**15.45 Questions & Answers**

**15.15 PARALLEL 2:** Bridging different legal cultures: Law or interoperability?

*The Council of Europe's role in giving data protection legal force in Europe and around the world*

**Sophie Kwasny**, Head, Data Protection Unit, Human Rights and Rule of Law, Council of Europe, Strasbourg

Chair: *Jennifer Stoddart, Privacy Commissioner of Canada*

**15.45 Questions & Answers**

**15.15 PARALLEL 3:** The current and future role of data protection compliance officers in Europe

**Karin Retzer**, Partner, Morrison & Foerster, Brussels (for France, Germany, Netherlands)

**Anna Kobylańska**, Counsel, PricewaterhouseCoopers, Legal Szurmińska-Jaworska, Warsaw (for Poland)

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

**15.45 Questions & Answers**

**16.00** Tea (sponsored by DENTONS)

Privacy pros and cons of cloud services

**16.20 Contracts for clouds ~ Practical Privacy Implications**

**Christopher Millard**, Of Counsel, Bristows, London

A cloud scenario: **Dr Simon Rice**, Group Manager (Technology), Information Commissioners' Office, UK; **Samantha Simms**, Independent Consultant; **Rajee Sritharan**, Vice President, EMEA Privacy Officer, State Street, London; **Paul Simmonds**, Consultant, CipherCloud; **Helen Gourdin**, Senior Counsel, Diageo, UK;

**Mark Keddie**, Chief Privacy Officer, BT Group, UK; **Hazel Grant**, Partner, Bristows, London

Chair: *Christopher Millard, Of Counsel, Bristows, London*

**17.30 Questions & Answers**

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**17.45 Close**

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

**18.45 Drinks** (sponsored by Linklaters)

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

## DAY 3 ~ WEDNESDAY, 3rd JULY, 2013

**07.30-08.45** Breakfast in the Dining Hall    **08.30-13.00** Registration

### PRACTICAL IMPLEMENTATION:

Management, auditing, consent, employees, mergers and acquisitions, and reconciling data protection and data security policies

Where will be the room for manoeuvre for data controllers after adoption of the EU Data Protection Regulation?

**09.00 Management implications of the EU Data Protection Regulation**

**Natasha Carr**, Senior Consultant, Ernst & Young, London

**Nicola Hermansson**, Senior Manager (Data Protection Lead), Ernst & Young, London

**09.40 Questions & Answers**

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**09.50 Applying lessons from Poland to the EU Regulation: How data controllers work within its current law restricting consent as a legal basis**

**Anna Kobylańska**, Counsel, PricewaterhouseCoopers, Legal Szurmińska-Jaworska, Warsaw

**10.10 Questions & Answers**

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**10.20 How to successfully manage an ICO audit**

**Mark Keddie**, Chief Privacy Officer, BT Group, UK

09.00 to 11.00 Chair: *Stewart Dresner, Chief Executive, Privacy Laws & Business*

**10.50 Questions & Answers**

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**11.00 Coffee**

**11.30 Privacy and employment issues in a global context**

**11.30 How a multinational company established and manages its global HR databases in 80+ countries using 1 privacy policy**

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

**12.00 Questions & Answers**

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**12.15 Mergers and Acquisitions: Balancing the commercial needs of the acquiring company with the data protection rights of the employees and other data subjects**

**Michael Hopp**, Attorney-at-Law, Plesner Law Firm, Copenhagen

Chair: *Ann Bevitt, Partner, Morrison & Foerster (UK), London*

**12.45 Questions & Answers**

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**13.00 Lunch**

Risks to personal data as part of broader information security threats

**14.00 People vs. Technology: Why criminals continue to succeed**

**Peter Wood**, CEO, First Base Technologies LLP, West Sussex, UK

Chair: *Jeanette Fitzgerald, SVP and General Counsel, Epsilon, Texas, USA*

**14.45 Questions & Answers**

**15.00 Message to Brussels: How the data security provisions in the EU Data Protection draft Regulation should be framed. A Roundtable where everyone is invited to give their views.**

- Encouraging organisations' security provisions proportionate to the risks
- Giving individuals' confidence that their personal data is secure enough taking into account the risks
- Reporting breaches to Data Protection Authorities and affected individuals when necessary
- The scope of Data Protection Authorities' discretionary powers
- The relationship between the EU DP draft Regulation and the EU cyber-security draft Directive

**Anna Buchta**, Head of litigation and legislative policy, Office of the European Data Protection Supervisor (EDPS), Brussels

Chair: Stewart Room, Partner, Field Fisher Waterhouse, London

**16.00 Close** - Tea and confidential discussions with Peter Wood and Stewart Room on how to prevent, insure against, and handle data breaches in your organisation

Note: Time has been scheduled for discussion in each session. It may be necessary to change the conference content/timings/speakers

## Conference Sponsors

**MORRISON  
FOERSTER** **Linklaters**

**LATHAM & WATKINS** LLP

**DENTONS**

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## SPONSORSHIP OPTIONS

Please indicate your sponsorship option, sign and fax back on +44 (0)20 8868 5215 or scan and e-mail to glenn@privacylaws.com Please note: sponsorship fees do not include individual registration fees

<input type="checkbox"/> <b>Dinner*</b> On either the 1st or 2nd July	£3,000 a day + VAT = £3,600
<input type="checkbox"/> <b>Evening pre-dinner drinks reception*</b> On 1st July	£3,000 + VAT = £3,600
<input type="checkbox"/> <b>Lunch*</b> On either the 1st, 2nd or 3rd July	£2,000 a day + VAT = £2,400
<input type="checkbox"/> <b>Refreshment Breaks*</b> Includes both the morning and afternoon breaks on 3rd July	£1,500 a day + VAT = £1,800
<input type="checkbox"/> <b>Inserts</b> ~ One piece of your company's promotional material inserted in the conference bag or available to participants in the registration area. Material can include brochures, pens, etc. (items subject to PL&B approval)	£400 + VAT = £480
<b>TOTAL: £</b>	

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**If you wish to suggest other sponsorship options or require any further information please contact:  
Glenn Daif-Burns: glenn@privacylaws.com**

**\* Includes:**

- Company logo placement and web link on the conference page of the PL&B website.
- One piece of company promotional material to be inserted in the conference bag or made available to participants in the registration area. Material can include brochures, pens, memory sticks, etc. (items subject to PL&B approval).
- Signage (supplied by your company) displayed in the appropriate area associated with your sponsorship option.

All sponsorships must be paid within 21 days of *Privacy Laws & Business* submitting its invoice to your organisation.  
Your logo will not be added to the conference website and marketing materials until this invoice is paid.

More information and register at [www.privacylaws.com/annualconference](http://www.privacylaws.com/annualconference)

# *Bridging Privacy Cultures*

1~3 July 2013, Queens' College, Cambridge UK

## CONFERENCE SPEAKERS & CHAIRS BY CATEGORY

### GOVERNMENT

**Lord McNally**, Minister of State for Justice and Deputy Leader of the House of Lords, United Kingdom:  
*Balancing individuals' data protection rights and encouraging an enterprise culture*

**Seamus Carroll**, Department of Justice and Equality, Ireland, and Chair of the Council of Ministers' Data Protection Working Group (January to June 2013): *Proposed EU Data Protection Regulation ~ Progress on negotiations during the Irish Presidency*

### DATA PROTECTION AUTHORITIES & INTERNATIONAL ORGANISATIONS

**Jennifer Stoddart**, Privacy Commissioner of Canada: *Strengthening Global privacy law enforcement among Data Protection Authorities worldwide*

**Jennifer Stoddart and Jacob Kohnstamm**, Chairman, Netherlands Data Protection Commission, Joint Netherlands Canadian enforcement action: *WhatsApp shows the limits to fair collection and monetising personal data*

**David Smith and Jacob Kohnstamm**, Chairman, EU Art. 29 Data Protection Working Party:  
*EU General Data Protection Draft Regulation ~ State of Play and Continuing Dilemmas*

**Billy Hawkes**, Data Protection Commissioner, Ireland: *How Ireland's Data Protection Commissioner steered Facebook towards a revised EU wide privacy policy*

**Peter Schaar**, The Federal Commissioner for Data Protection and Freedom of Information, Germany:  
*The prospects of Bridging Privacy Cultures on international transfers between the EU's Binding Corporate Rules and APEC's Cross-Border Privacy Rules*

**David Smith**, Director of Data Protection, Information Commissioner's Office, United Kingdom:  
*The ICO's enforcement practice now and preparing for its future powers*

**Patricia Kosseim**, Senior General Counsel and Director General of Legal Services, Policy and Research, Office of the Privacy Commissioner of Canada: *Genetic testing and insurance ~ What's fair game and what's not?*

**Angela Xu**, Manager, Policy, Personal Data Protection Commission, Singapore:  
*ASEAN Data Privacy Culture Transformed ~ Singapore*

**Dr Simon Rice**, Group Manager (Technology), Information Commissioner's Office, UK and member of the EU Art. 29 Data Protection Working Party's Technology Subgroup: *Cloud computing, mobile apps and geolocation*

**Steve Wood**, Head of Policy Delivery, Information Commissioner's Office, UK: *Bridging the techniques between Privacy Impact Assessments and Risk Management Assessments*

**Myriam Gufflet**, Legal Adviser, Department of European and International Affairs, the CNIL (Data Protection Authority), France: *En route to Binding Corporate Rules for Processors ~ Take the guided tour*

**Sophie Kwasny**, Data Protection Unit, Human Rights and Rule of Law, Council of Europe, Strasbourg:  
*The Council of Europe's role in giving data protection legal force in Europe and around the world*

**Giorgos Rossides**, Policy Officer - Data Protection Reform, European Commission - Justice DG, Brussels:  
*The EU proposed Data Protection Regulation ~ Myths and realities*

**Anna Buchta**, Head of litigation and legislative policy, Office of the European Data Protection Supervisor (EDPS), Brussels: *The relationship between the EU DP draft Regulation and the EU cyber-security draft Directive*

### LAWYERS

**Christopher Millard**, Of Counsel, and **Hazel Grant**, Partner, Bristows, London: *Contracts for clouds revisited ~ How have cloud terms of service and privacy policies evolved and where are they going?*

**Rafael García del Poyo**, Partner, Osborne Clarke, Madrid:  
*Adapting to Spain's Agencia's new varied sanctions policy ~ Avoid, negotiate or fight?*

**Karin Retzer**, Partner, Morrison and Foerster, Brussels:  
*The current and future role of data protection compliance offices in Europe*

**Anna Kobylańska**, Counsel, PricewaterhouseCoopers, Legal Szurmińska-Jaworska, Warsaw: *Applying lessons from Poland to the EU Regulation ~ How data controllers work within its current law restricting consent as a legal basis*

**Gail Crawford**, Partner, Latham & Watkins, London and **Jennifer Archie**, Partner, Latham & Watkins, USA:  
*Cyber security threats and how to deal with them*

**Christopher Rees**, Partner, Taylor Wessing, London: *To what extent can personal data be treated as property?*

**Paul Van den Bulck**, Avocat, McGuireWoods LLP, Paris and Brussels: *Data privacy cases decided by the Court of Justice of the European Union and the European Court of Human Rights*

**Richard Cumbley**, Partner, Linklaters, London Chair: *EU General Data Protection Draft Regulation ~ Priority areas for Europe's Data Protection Authorities and companies*

**Julian Cunningham-Day**, Partner, Linklaters, London:  
*Assessing and addressing privacy law vulnerabilities in supply chains*

**Michael Hopp**, Attorney-at-Law, Plesner Law Firm, Copenhagen: *Mergers and Acquisitions ~ Balancing the commercial needs of the acquiring company with the data protection rights of the employees and other data subjects*

**Dr. Rainer Knyrim**, Attorney at Law, Preslmayr Rechtsanwalte, Vienna:  
*Smart Metering ~ Preparing to overcome privacy problems in law and practice*

**Cerys Wyn Davies**, Partner; **Kathryn Wynn**, Senior Associate; **Marc Dautlich**, Partner; Pinsent Masons, London and Birmingham: *Writing a new privacy law ~ starting with a blank canvas*

**Scott Singer**, Partner, Dentons, London:  
*Every step you take ~ Addressing privacy aspects of mobile apps*

**William Long**, Counsel, Sidley Austin, London:  
*En route to Binding Corporate Rules for Processors ~ Take the guided tour*

**Ann Bevitt**, Partner, Morrison & Foerster (UK), London  
Chair: *Privacy and employment issues in a global context*

**Stewart Room**, Partner, Field Fisher Waterhouse, London Chair: *Message to Brussels ~ How the data security provisions in the EU Data Protection draft Regulation should be framed*

## CONSULTANTS/ACADEMICS

**Natasha Carr**, Senior Consultant, and **Nicola Hermansson**, Senior Manager, Ernst & Young, London:  
*Management implications of the EU Data Protection Regulation*

**David Wright**, Managing Partner, Trilateral Research and Consultancy, London:  
*Bridging novel Privacy Impact Assessments and established risk management practices*

**Peter Wood**, CEO, First Base Technologies LLP, West Sussex, UK:  
*People vs. Technology ~ Why Criminals Continue to Succeed*

**Professor Colin J. Bennett**, Department of Political Science, University of Victoria, Canada:  
*Bridging Privacy Cultures ~ Is it possible? Is it desirable?*

**Samantha Simms**, Independent Consultant: *Cloud Scenario*

## COMPANIES

**Mark Keddie**, Chief Privacy Officer, BT Group, UK: *How to successfully manage an ICO audit*

**Kasey Chappelle**, Global Privacy Counsel, Vodafone Group Services:  
*Every step you take ~ Addressing privacy aspects of mobile apps*

**Daniel Pradelles**, EMEA Privacy Officer, Hewlett-Packard, France:  
*En route to Binding Corporate Rules for Processors ~ Take the guided tour*

**Steve Wright**, Global Privacy Officer, Unilever: *Investing in 1 privacy policy to achieve and sustain customers' and employees' trust across Unilever's 400+ brands in 190+ countries*

**Seth Berman**, Executive Managing Director, Stroz Friedberg, UK: *Cyber security threats and how to deal with them*

**Andreas Fick**, Privacy Officer, Nestlé GLOBE Center Europe, Frankfurt, Germany  
Chair: *Assessing and addressing privacy law vulnerabilities in supply chains*

**Jeanette Fitzgerald**, SVP and General Counsel, Epsilon, Texas, USA  
Chair: *People vs. Technology ~ Why criminals continue to succeed*

**Barbara Mangan Sondag**, Head of Privacy, eBay Classifieds Group, The Netherlands:  
*Risk assessment leads to eBay's layered Privacy and Cookie Policy, ideal for e-commerce across all platforms*

**Rajee Sritharan**, Vice President, EMEA Privacy Officer, State Street, London: *Cloud scenario*

**Paul Simmonds**, Consultant, CipherCloud: *Cloud scenario*

**Helen Gourdin**, Senior Counsel, Diageo, UK: *Cloud scenario*

## LOCAL GOVERNMENT

**Varun Shingari**, Senior Solicitor, Privacy and Information Law Team, Legal Services, Birmingham City Council:  
*How Birmingham City Council used Privacy by Design to achieve greater efficiency, reduce costs, and defend against an ICO action*

## PRIVACY LAWS & BUSINESS

**Stewart Dresner**, Chief Executive, Privacy Laws & Business: *Bridging Privacy Cultures*

**Laura Linkomies**, Editor, International Report and United Kingdom Report Chair: *Corporate Strategy and Risk Assessment ~ How Ireland's Data Protection Commissioner steered Facebook towards a revised EU-wide policy*

**Valerie Taylor**, Consultant, Privacy Laws & Business: *How a multinational company established and manages its global HR databases in 80+ countries using 1 privacy policy*



Queens' College, Cambridge, the venue for Privacy Laws & Business's 26th Annual International Conference

*"The Binding Corporate Rules session I attended was one of the best I had heard so far. It was useful to hear from the regulator and then to have a "double act" from each of the BCR authorised companies and their legal counsel. It really brought the session to life."*

(**Vivienne Artz**, Managing Director, Head of IP and Technology Legal (International), Citi)

# PL&B 26th ANNUAL INTERNATIONAL CONFERENCE 2013 REGISTRATION

## PAYMENT IN ADVANCE REQUIRED

**Days Attending Conference:**  Mon July 1st  Tues July 2nd  Wed July 3rd (for college accommodation see below)

<input type="checkbox"/> 3 Day Conference & Papers ~ includes 3 lunches and 2 dinners	FEEES
Law Firms & Consultancies	£1,775 (+VAT = £2,130.00)
Companies	£1,597.50 (+VAT = £1,917.00)
Not for Profit*	£1,420 (+VAT = £1,704.00)

<input type="checkbox"/> 2 Day Conference & Papers ~ includes 2 lunches and 1 dinner	FEEES
Law Firms & Consultancies	£1,210 (+VAT = £1,452.00)
Companies	£1,089 (+VAT = £1,306.80)
Not for Profit*	£968 (+VAT = £1,161.60)

<input type="checkbox"/> 1 Day Conference & Papers ~ includes lunch	FEEES
Law Firms & Consultancies	£625 (+VAT = £750.00)
Companies	£562.50 (+VAT = £675.00)
Not for Profit*	£500 (+VAT = £600.00)

\*Not For Profit, Public Sector, Data Protection Authorities, Academics, etc.

**Additional Options:**  **Queens' College Dinner**, Sunday June 30th: £40 + 20% VAT = £48.00 per person

**Accommodation at Queens' College** (including breakfast): £81.60 (no VAT) per person, per night (please tick nights required below)

Sunday, June 30th  Monday, July 1st  Tuesday, July 2nd  Wednesday, July 3rd

**Conference Slides and Documentation** (for non-participants): £150 + 20% VAT = £180.00

### PERSONAL DETAILS:

Name: \_\_\_\_\_ Address of Accounts (if different): \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

\_\_\_\_\_  Invoice  Purchase Order No.: \_\_\_\_\_

\_\_\_\_\_  Cheque payable to: *Privacy Laws & Business*

\_\_\_\_\_  Bank transfer direct to our account:

\_\_\_\_\_ *Privacy Laws & Business, Barclays Bank PLC, 355 Station Road,*

\_\_\_\_\_ *Harrow, Middlesex, HA1 2AN, United Kingdom*

\_\_\_\_\_ *Bank sort code: 20-37-16 Account No. 20240664*

\_\_\_\_\_ *IBAN: GB92 BARC 2037 1620 2406 64 SWIFTBIC: BARCGB22*

\_\_\_\_\_ *Please send a copy of the transfer order with this form*

\_\_\_\_\_  American Express  Master Card  Visa

\_\_\_\_\_ Card Name: \_\_\_\_\_

\_\_\_\_\_ E-Mail: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

\_\_\_\_\_ Special Needs/Diets: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

<b>Total £</b>	<b>Signature:</b> _____	<b>Date:</b> _____
<i>By signing this form, you agree that PL&amp;B may process this data</i>		

**Cancellation & Substitution Policy:** If you are unable to attend the conference for any reason, you may make substitutions at no additional charge but you must inform us in advance. If you wish to cancel your booking, you must do this by June 1st. Either an administration fee of 20% will be payable or you will receive a full credit towards another PL&B service. If full payment has already been made, the balance (less the administration fee) will be refunded. If your cancellation notice is NOT received by us before June 1st, you will be liable for payment of the full fee and will not be entitled to any refund.

**Data Protection Notice:** *Privacy Laws & Business* will not pass on your details to third parties. We would like to send you information occasionally on data protection/FoI services. Please indicate if you do not wish to be contacted by:  Post  Email  Telephone

**Please return this form to:** Conference Coordinator, *Privacy Laws & Business*, 2nd Floor, Monument House, 215 Marsh Road, Pinner, Middlesex HA5 5NE, United Kingdom. Email: info@privacylaws.com Tel: +44 (0)20 8868 9200 Fax: +44 (0)20 8868 5215