



# Taking 'Big Data' to the Limit: How far can companies go to monetise personal data?

**Information Commissioner's Office Roundtable**  
8th April 2013, London, UK    Host: Bristows, London

**09.00** Registration and Coffee

**09.30** Host's Welcome

*Hazel Grant, Partner, Bristows, London*

**09.35** Chairman's Introduction Network

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

**09.45** Big Data (Part 1)

- ▶ Opening statement: The ICO's perspective on Big Data  
*Jonathan Bamford, Head, Strategic Liaison, Information Commissioner's Office, Cheshire*
- ▶ How the Nectar card's operational guidelines fulfil both its commercial objectives and its Data Protection Act requirements  
*Jeremy Henderson-Ross, Legal Director and General Counsel, EMEA, Aimia, London*
- ▶ How Tom Tom manages individuals' location data and satisfies any privacy concerns and the law  
*Simon Hania, Director of Privacy & Data Protection, TomTom, The Netherlands*

**11.00** Coffee

**11.20** Big Data (Part 2)

- ▶ Privacy issues to think about when considering Big Data  
*Nina Barakzai, Group Head of Data Protection and Privacy, BSKyB, UK*
- ▶ Challenges of Big Data and profiling to individuals' privacy: Opportunities in the EU proposed Data Protection Regulation to redress the balance  
*Zsuzsanna Belenyessy, Legal Officer, Secretariat of the European Data Protection Supervisor (EDPS), Brussels*
- ▶ The potential legal impact of the EU Data Protection draft Regulation on aspects of Big Data  
*Hazel Grant, Partner, Bristows, London*
- ▶ Comments on the presentations and discussion  
*Jonathan Bamford, Head, Strategic Liaison, Information Commissioner's Office, Cheshire*

**13.00** Lunch

**14.00** Midata (Part 1)

- ▶ Opening statement: The ICO's perspective on Midata  
*Steve Wood, Head of Policy Delivery, Information Commissioner's Office, Cheshire*
- ▶ Why the Government is backing midata, and what it means for consumers and businesses  
*Stella Yarrow, Assistant Director, Consumer and Markets Team, Department for Business, Innovation & Skills, UK*
- ▶ Customer advocacy and factors for success  
*Denica Lundberg, Senior Manager, Retail Competition and Regulatory Strategy, Lloyds Banking Group, UK*
- ▶ View from a member of the Midata strategy board  
*Jeremy Henderson-Ross, Legal Director and General Counsel, EMEA, Aimia, London*
- ▶ Data portability rights under the EU draft DP Regulation  
*Hazel Grant, Partner, Bristows, London*
- ▶ Comments on the presentations and discussion  
*Steve Wood, Head of Policy Delivery, Information Commissioner's Office, Cheshire*

**15.30** Tea

**15.45** Midata (Part 2)

**16.30** Personal Data Stores

- ▶ What is the potential, and where do they fit in with the Data Protection Act?  
*William Heath, Founder and Chair, Mydex, UK*  
A company providing a Personal Data Store service  
*Marc Dautlich, Partner, Pinsent Masons, London*

**16.50** Roundtable discussion on Personal Data Stores

Comments from: *Hazel Grant, Partner, Bristows, London* and *Steve Wood, Head of Policy Delivery, Information Commissioner's Office, Cheshire*

**17.30** Close

**17.30** Drinks (until 19.00)

Drinks reception kindly provided by the host: Bristows, London

**Briefing Paper:** Everyone registering for this event will receive in advance a pdf of a PL&B UK Report special edition with articles reporting on the subjects covered at this Roundtable.

[www.privacylaws.com/pon36](http://www.privacylaws.com/pon36)

Roundtable Host: **BRISTOWS**

**Previous Privacy Officer Network Roundtables**

- ▶ Madrid, Spain
- ▶ Rome, Italy
- ▶ Czech Republic, Hungary and Poland in Prague
- ▶ Paris, France
- ▶ Argentina's Commissioner in Montreux, Switzerland
- ▶ Australia's Commissioner in Montreux, Switzerland
- ▶ Berlin and Frankfurt, Germany
- ▶ Dublin, Ireland
- ▶ Greece and Portugal in London
- ▶ Russia's new law, London
- ▶ Stockholm, Sweden
- ▶ Helsinki, Finland
- ▶ Brussels, Belgium
- ▶ The Hague, Netherlands
- ▶ Luxembourg
- ▶ Warsaw, Poland
- ▶ Zurich, Switzerland
- ▶ London, United Kingdom
- ▶ Ra'anana, Tel Aviv, Israel
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# About Privacy Laws & Business

*Privacy Laws & Business* has been providing data protection newsletters, conferences, advice and consultancy, privacy laws audits, and in-house training for over 26 years. The *Privacy Laws & Business* team works in a co-operative spirit with Privacy Commissioners worldwide and privacy policy staff in international organisations.

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### Event Registration

#### Big Data Roundtable 8th April, 2013, London

- I am a Privacy Officers Network member (fee paid)
- Standard Fee **£550 + VAT**
- Extra person from the same organisation **£400 + VAT**
- Briefing Paper/Slides (for non-participants) **£150 + VAT**
- Annual Privacy Officers Network Membership**  
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