



Valuable Data Priceless Privacy

PL&B 37TH INTERNATIONAL CONFERENCE
ST. JOHN'S COLLEGE, CAMBRIDGE, UK 1-3 JULY 2024



Conference themes include:

- ▶ Surveillance/ facial recognition
- ▶ Vulnerable groups, diversity, online safety, children's and women's issues
- ▶ Adtech and Pay or Consent
- ▶ Managing data protection laws more effectively
- ▶ Using AI in a way compliant with privacy laws

ONLINE ACCESS AVAILABLE

- ▶ New privacy laws/regulatory/judicial decisions
- ▶ UK/EU alignment
- ▶ Data monetisation strategies/balancing privacy rights against the economic value of data
- ▶ International transfers of personal data
- ▶ AI in health care

**85 SPEAKERS FROM
16 COUNTRIES IN 3 DAYS**

Many of the speakers attend the entire conference, providing you with an ideal opportunity to connect 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.



Punting on the River Cam, 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 bedrooms with *en suite* facilities and enjoy first-rate cuisine in the medieval hall. Explore the gardens, in a tranquil setting on both sides of the River Cam.

Valuable Data Priceless Privacy

PL&B 37TH INTERNATIONAL CONFERENCE 2024

The theme running through the conference is the tension between monetising data – the metric of data in money terms – and the abstract value of privacy which is recognised by everyone but cannot be valued.

Practical sessions will empower you to understand these issues and implement, with confidence, actions in your organisation. The subjects we will cover include:

- ▶ **Policy and Judicial Matters:** Cross-regulatory cooperation, national digital sovereignty, international court decisions, aligning EU and UK GDPR data strategies, Pay or Consent
- ▶ **Management:** Surveillance, engaging with regulators, international data transfers, children's and women's issues, data monetisation, using AI in different contexts, health research, Privacy by Design, crafting privacy notices, and adtech,

This conference provides excellent value for money. It will help you influence the direction of your organisation to optimise the economic value of data and respecting the privacy interests and rights of individuals.

30 sessions in 3 days: Regulators, companies, law firms and academics from 16 countries will address these issues from contrasting perspectives, and look at future privacy law trends.

Stewart Dresner, Founder and Chief Executive

10 reasons to come to this Conference

1. Make personal contact with privacy regulators and decision-makers from many jurisdictions
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. Exchange experience by networking with your peers and assess strengths and weaknesses of your policies
7. Reduce your risk by making assessments of grey areas
8. Understand privacy trends which impact everyone
9. Plan ahead to avoid sanctions
10. Increase your ROI by getting privacy right

Sponsors



Freshfields

SLAUGHTER AND MAY

IALS

∞ Meta

WHITE & CASE

LATHAM &
WATKINS LLP

Linklaters

onetrust

Cooley

16.00-17.45 Registration in the Divinity School

18.45-19.30 Drinks, First Court – sponsored by Meta

All welcome but pre-booking requested

19.30-21.30 Dinner in the Wordsworth Room, First Court – sponsored by Meta

Sold out

Speakers & Chairs by Sector

DATA PROTECTION AUTHORITIES AND POLICY MAKERS

Claudia Berg, Information Commissioner's Office, UK
Philippe Dufresne, Privacy Commissioner, Canada
John Edwards, Information Commissioner's Office, UK
Brent Homan, Data Protection Authority, Guernsey
Elena Kazakevicius, European Data Protection Board
Ulrich Kelber, Federal Commissioner, Germany
Peter Kimpian, Council of Europe
Karolina Mojzesowicz, European Commission
Rachel Masterton, Data Protection Authority, Guernsey

Sophie Nerbonne, CNIL, France
Michelle Ramsden, Department of Justice, USA
Tom Reynolds, Information Commissioner's Office, UK
Guido Scorza, The Garante, Italy
Alexander White, Office of the Privacy Commissioner, Bermuda
Wojciech Wiewiórowski, European Data Protection Supervisor
Denise Wong, Personal Data Protection Commission, Singapore
Kai Zenner, European Parliament

COMPANIES

Cecilia Alvarez, Meta, Spain
Cary Bassin, Open AI, USA
Océane Bayrou, GE HealthCare, France
Susan Bingham, The Guardian, UK
Jeff Brown, TELUS International, USA
Kate Colleary, Pembroke Privacy, Ireland
Adriana Collins, Paramount, UK
Sinead Connolly, J.P. Morgan, UK
Valentina De Giorgis, TELUS International, Germany
Arnd De Weirdt, Randstad SourceRight, Belgium
Ben Dolan, Deliveroo, UK
Sue Foster, AstraZeneca, UK
Fedelma Good, Fedelma Good Consulting, UK
Alison Hall, PHG Foundation, UK
Johannes Jördens, Resideo, UK

Konstantinos Kaouras, Our Future Health, UK
Mark Keddie, SITA, Switzerland
Joanne Kirby, Palantir Technologies, UK
Timothy Ma, k-ID, Hong Kong
Efrain Castaneda Mogollon, OneTrust, UK
Ellis Parry, Data Privacy Compliance Solutions, UK
Victoria Pérez Riu, Takeda, UK
Thomas Salas, Verily, USA
Sabrina Salhi, Marsh McLennan, UK
Cassie Smith, Health Data Research, UK
Dr Mira Suleimenova, JENTIS, Austria
Heikki Tolvanen, Privacy Designer, Finland
Sheena Varma, American Express Global Business Travel, UK
Julien Veyrassat, UBS, Switzerland
Sébastien Ziegler, Europrivacy, Switzerland

LAW FIRMS

Rachael Annear, Freshfields, UK
Rosa Barcelo, McDermott Will & Emery, Belgium
Laura Brodahl, Wilson Sonsini Goodrich & Rosati, Belgium
James Castro-Edwards, Arnold & Porter, UK
Rebecca Cousin, Slaughter and May, UK
Richard Cumbley, Linklaters, UK
Heather Deixler, Latham & Watkins, USA
Jane Finlayson-Brown, A&O Shearman, UK
Katie Hewson, Stephenson Harwood, UK
Tim Hickman, White & Case, UK
Nicola Kerr-Shaw, Skadden, UK
Georgina Kon, Linklaters, UK
Paul Lavery, McCann Fitzgerald, Ireland

Patricia Vidal Martínez, Uría Menéndez, Spain
Juliette Mazilier, A&O Shearman, France
Peter McLaughlin, Rimon, USA
Rosie Nance, Norton Rose Fulbright, UK
Pablo Palazzi, Allende & Brea, Argentina
Rocco Panetta, Panetta Associates, Italy
Giles Pratt, Freshfields, UK
John Timmons, White & Case, UK
Eduardo Ustaran, Hogan Lovells, UK
Danielle van der Merwe, Latham & Watkins, UK
Kristof Van Quathem, Covington & Burling, Belgium
Eve-Christie Vermynck, Skadden, UK

ACADEMICS AND INTEREST GROUPS

Colin Bennett, University of Victoria, Canada
Dr Mira Burri, University of Lucerne, Switzerland
Dr David Erdos, University of Cambridge, UK
Fernando Hortal Foronda, BEUC
Christopher Millard, Queen Mary University of London, UK

Dr Nora Ni Loideain, University of London, UK
Orla Lynskey, LSE Law School, UK
Geoff Smith, Loughborough University, UK
Dr Ian Walden, Queen Mary, University of London, UK

PRIVACY LAWS & BUSINESS

Stewart Dresner, Founder and Chief Executive
Laura Linkomies, Editor, PL&B Reports

Valerie Taylor, Consultant
Helena Wootton, Data Lawyer

08.00-17.30 Registration in the Divinity School **08.00-08.45** Breakfast in The Buttery

09.00 Chairman's introduction: Valuable Data, Priceless Privacy

Stewart Dresner, Founder and Chief Executive, Privacy Laws & Business

09.15 Prelude: Valuable Data, Priceless Privacy, Decaying Democracy

Colin Bennett, Professor Emeritus, University of Victoria, Canada

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

09.45 Surveillance and privacy at major public events

Brent Homan, Commissioner, DPA, Guernsey

Juliette Mazilier, Associate, Tech and Data Practice, A&O Shearman, France

Sophie Nerbonne, Director for economic co-regulation, CNIL, France

Chair: **Jane Finlayson-Brown**, Partner, A&O Shearman, UK

10.30 Italy first in the EU to try to regulate AI

Guido Scorza, Board Member, The Garante, Italy

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

11.15 Coffee – sponsored by Dentons

11.45 Cross-regulatory cooperation: Collaborating at the intersections

Philippe Dufresne, Privacy Commissioner, Canada; **John Edwards**, Information Commissioner, ICO, UK

Ulrich Kelber, Federal Commissioner for Data Protection and Freedom of Information, Germany

Denise Wong, Deputy Commissioner, Personal Data Protection Commission, Singapore

Chair: **Colin Bennett**, Professor Emeritus, University of Victoria, Canada

PARALLEL SESSION 1:

12.45 Regulators tackle children's issues from different angles

Paul Lavery, Partner, McCann Fitzgerald, Ireland

Timothy Ma, Co-Founder/Chief Legal Officer at start-up @k-ID

Rachel Masterton, Deputy Commissioner, DPA, Guernsey

Chair: **Brent Homan**, Commissioner, DPA, Guernsey

PARALLEL SESSION 2:

12.45 Mid-Atlantic Privacy Sets Sail: Interpreting and Enforcing Bermuda's Personal Information Protection Act

Alexander McD White, Privacy Commissioner, Bermuda

Chair: **Helena Wootton**, Consultant, Privacy Laws & Business

13.30 Lunch – sponsored by Freshfields

PARALLEL SESSION 1:

14.30 A Tale of Two Courts: Lessons in data protection from Strasbourg and Luxembourg

Orla Lynskey, Associate Professor, LSE Law School, UK

Chair: **Dr David Erdos**, Professor of Law and the Open Society, University of Cambridge

15.15 Use of AI in Digital Health: Privacy Challenges and Mitigations

Heather Deixler, Partner, Latham & Watkins, USA

Océane Bayrou, Senior Privacy Counsel, Privacy Leader EMEA, GE HealthCare, France

Chair: **Danielle van der Merwe**, Counsel, Data Privacy and Cybersecurity, Latham & Watkins, UK

PARALLEL SESSION 2:

14.30 Synthetic Data as a Privacy-Enhancing Technology for online marketing

Dr Mira Suleimenova, Director of Compliance and Legal, JENTIS, Austria

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

15.15 Optimising Data Monetisation Strategies Through the Use of PETS

Nicola Kerr-Shaw, Counsel, Cyber, AI, Privacy and Technology, Skadden, UK

Eve-Christie Vermynck, Counsel, IP and Technology, Privacy and Cybersecurity, Skadden, UK

Susan Bingham, Group Data Protection Officer and Director of Information Assurance, The Guardian, UK

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

16.00 Tea – sponsored by Dentons

16.30 Can certification help provide a win-win-win for companies, regulators and individuals?

Sébastien Ziegler, President, IoT Forum, and Chair, Europrivacy, Switzerland

Sophie Nerbonne, Director for economic co-regulation, CNIL, France

Colin Bennett, Professor Emeritus, University of Victoria, Canada

Chair: **Efrain Castaneda Mogollon**, Privacy Counsel Director, OneTrust, UK

17.15 Close

18.00 Social Programme – sponsored by White & Case

18.45 Drinks, Chapel Court – sponsored by OneTrust

19.30 Dinner in the Hall – sponsored by Slaughter and May

With a performance by **Vocal Dimension** (Director: Valerie Taylor)

08.00-17.30 Registration in the Divinity School

08.00-08.45 Breakfast in The Buttery

09.00 The Evolution of Privacy in the Age of the Digital Package – Building Out Your Compliance Programme

Julien Veyrassat, Global Head Data Legal, UBS, Switzerland

Professor Geoff Smith, Visiting Professor for Digital Ethics and Trust, Loughborough University, UK

 Chair: **Georgina Kon**, Partner, Linklaters, UK

09.45 Efforts to Improve GDPR Cross-border Consistency and Consumer Protection

Fernando Hortal Foronda, Digital Policy Officer, BEUC (European consumer organisation)

Elena Kazakevicius, Legal Officer, European Data Protection Board

Karolina Mojzesowicz, Deputy Head, Data Protection Unit, European Commission

 Chair: **Rosa Barcelo**, Privacy & Cybersecurity Partner, McDermott Will & Emery, Belgium

10.30 Coffee – sponsored by Dentons

PARALLEL SESSION 1:
11.00 Making sense of the different models of Standard Contractual Clauses around the world – Is there room for harmonization?

Peter Kimpian, Secretary to the Committee of Convention 108, Council of Europe, Strasbourg

Denise Wong, Deputy Commissioner, Personal Data Protection Commission, Singapore

Eduardo Ustaran, Partner, Hogan Lovells, UK

 Chair: **Pablo Palazzi**, Partner, Allende & Brea, and University of San Andres, Argentina

PARALLEL SESSION 2:
11.00 How the law is tackling online invasion of women's privacy

Michelle Ramsden, Senior Counsel, Office of Privacy and Civil Liberties, Department of Justice, USA

Claudia Berg, General Counsel, Information Commissioner's Office, UK

 Chair: **Rebecca Cousin**, Partner, Slaughter and May, UK

11.45 Training AI models while protecting privacy

Cary Bassin, Senior Privacy Counsel, AI & Privacy Governance, Open AI, USA

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

12.15 Clearview wins appeal against £7.5m ICO fine, but AI firms are not in the clear

Jeff Brown, VP Law & Governance General Counsel, TELUS International, USA

Valentina De Giorgis, Associate General Counsel, TELUS International, Germany

 Chair: **James Castro-Edwards**, Counsel, Arnold & Porter, UK

13.00 Lunch – sponsored by Freshfields

PARALLEL SESSION 1:
14.00 Aligning your EU and UK GDPR strategies

Sinead Connolly, Senior Privacy Lawyer, J.P. Morgan, UK

Johannes Jördens, General Counsel, Data Privacy, Resideo, UK

John Timmons, Partner, White & Case, UK

 Chair: **Tim Hickman**, Partner, White & Case, UK

14.45 How to 'bake in' Data Protection and empower Privacy by Design

Ben Dolan, Senior Data Protection Manager/Head of Privacy Ops, Deliveroo, UK

 Chair: **Rachael Annear**, Partner, Freshfields

PARALLEL SESSION 2:
14.00 Research with Health Data – Quest for Harmonization

Victoria Pérez Riu, Global Counsel, Data Privacy & AI, Takeda, UK

Wojciech Wiewiórowski, European Data Protection Supervisor

 Chair: **Kristof Van Quathem**,

Of Counsel, Covington & Burling, Belgium

14.45 Digital Sovereignty: Should European Policy Favour European Clouds?

Christopher Millard, Professor of Privacy and Information Law, Centre for Commercial Law Studies, Queen Mary, University of London, UK

Dr Ian Walden, Professor of Information and Communications Law, Queen Mary, University of London, UK

 Chair: **Dr Nóra Ni Loideain**, Director and Lecturer in Law, Information Law & Policy Centre, Institute of Advanced Legal Studies, School of Advanced Study, University of London

15.30 Tea – sponsored by Dentons

PARALLEL SESSION 1:
16.00 When a processor becomes a controller

Eduardo Ustaran, Partner, Hogan Lovells, UK

Sheena Varma, Chief Privacy Officer, Vice President/Senior Counsel & Risk & Compliance, American Express Global Business Travel, UK

 Chair: **Mark Keddie**, Chief Privacy Officer, SITA, Switzerland

PARALLEL SESSION 2:
16.00 The data protection implications of AI and similar technologies on healthcare in the EU and US

Sue Foster, Data Privacy Director, Global Clinical Solutions, AstraZeneca, UK

Rocco Panetta, Managing Partner, Panetta Associates, Italy

Kate Colleary, Director, Pembroke Privacy, Ireland

 Chair: **Peter McLaughlin**, Partner, Rimon, USA

16.45 The Art of Clarity: Practical Insights into Crafting Transparent Privacy Notices, DSAR Responses, and AI Explanations

Adriana Collins, Senior Counsel, International Privacy, Paramount, UK

Arnd De Weirdt, International Privacy Counsel & DPO EMEA, Randstad SourceRight, Belgium

Heikki Tolvanen, Co-founder and Legal Engineer, Privacy Designer, Finland

Chair: Laura Brodahl, Senior Associate, Wilson Sonsini Goodrich & Rosati, Belgium

17.30 Close

18.00 Social Programme – sponsored by **White & Case**

18.45 Drinks, River Court – sponsored by **Linklaters**

19.30 Dinner in the Hall – sponsored by **Slaughter and May**

“Global perspective, great opportunity to meet new people (the group was the right size to do so), amazing location”

RUPA PATTNI, MAPLES GROUP

“Good quality, technical presentations dealing with important aspects of the law ... hear directly from regulators”

PETER CHURCH, LINKLATERS

SOCIAL PROGRAMME

SUNDAY 30 JUNE

18.00 Organ Recital, St. John’s College Chapel

18.30 Evensong with The Choirs of King’s and St John’s Colleges, St. John’s College Chapel

18.45 Drinks, First Court – sponsored by **Meta**

All welcome but pre-booking requested

19.30 Dinner in the Wordsworth Room, First Court (Sold Out) – sponsored by **Meta**

21.00-22.30 Drinks, St John’s College Bar

MONDAY 1 JULY

18.00 Cambridge Guided Walk – sponsored by **White & Case**

A qualified guide will lead participants to some of the historic highlights of Cambridge close to St John’s College.

18.00 Guided Walk around St John’s College Gardens – sponsored by **White & Case**

18.00 Visit to The Old Library, St. John’s College – sponsored by **White & Case**

18.30 Evensong with The Choirs of King’s and St John’s Colleges, St. John’s College Chapel

18.45 Drinks, Chapel Court – sponsored by **OneTrust**

19.30 Dinner in The Hall – sponsored by **Slaughter and May**

With a performance by **Vocal Dimension** (Director: Valerie Taylor)

21.00-23.59 Drinks, St John’s College Bar

TUESDAY 2 JULY

18.00 Evensong with The Choirs of King’s and St John’s Colleges, St. John’s College Chapel

18.00 Punting on the River Cam, Lower River Court – sponsored by **White & Case**

Free chauffeured punts on a first come first served basis.

18.45 Drinks, River Court – sponsored by **Linklaters**

19.30 Dinner in The Hall – sponsored by **Slaughter and May**

21.00-23.59 Drinks, St John’s College Bar

08.00-14.00 Registration in the Divinity School **08.00-09.00** Breakfast in The Buttery

09.30 Diversity by design and AI: A legal and operational framework for bias mitigation

Thomas Salas, Privacy Engineer, Verily, USA

Chair: **Rosie Nance**, Senior Knowledge Lawyer, Norton Rose Fulbright, UK

10.15 Does the current legal & regulatory framework in the UK enable data-intensive scientific research or is reform needed?

Alison Hall, Member of the Ethics Advisory Board, Our Future Health, and Senior Advisor (Humanities), PHG Foundation, UK

Ellis Parry, Director, Data Privacy Compliance Solutions, UK

Cassie Smith, Head of Legal, Trust & Ethics, Health Data Research UK

Chair: **Konstantinos Kaouras**, Data Protection Officer, Our Future Health, UK

11.00 Coffee – sponsored by Dentons

11.30 EU strategy for data, its interplay with the bloc's data protection regime and its competitiveness

Dr Mira Burri, Professor of International Economic and Internet Law, Faculty of Law, and Director for Internationalization, the University of Lucerne, Switzerland

Kai Zenner, Head of Office and Digital Policy Adviser for Axel Voss MEP, European Parliament

Patricia Vidal Martínez, Partner, Uría Menéndez, Spain

Chair: **Cecilia Alvarez**, Director of Privacy Policy Engagement, Meta, Spain

12.15 Designing for cookie compliance in a changing landscape

Sabrina Salhi, Chief Privacy Officer and DPO (UK & EU), Marsh McLennan, UK

Fedelma Good, Fedelma Good Consulting, UK

Chair: **Katie Hewson**, Partner, Stephenson Harwood, UK

13.00 Lunch – sponsored by Freshfields

14.00 What to do about AI regulation – Cutting to the chase

Joanne Kirby, Privacy Counsel, Palantir Technologies, UK

Philippe Dufresne, Privacy Commissioner, Canada

Chair: **Giles Pratt**, Partner, Freshfields Bruckhaus Deringer, UK

15.00 Understanding and evidencing trade-offs in data protection and related fields

Tom Reynolds, Chief Economist, ICO, UK

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

16.00 Close and Tea – sponsored by Dentons

Note: Speakers and sessions are confirmed as of 25 June 2024 but there may be changes.

MORE INFORMATION AND REGISTER

privacylaws.com/plb2024





Photography by Oscar Blustin. Designed and Produced by ProCreative



REQUEST A FREE SAMPLE

PL&B International & UK Reports

The most trusted news, analysis and advice on data protection laws and bills worldwide
privacylaws.com/reports

Who Should Attend

- ▶ Chief Privacy Officers
- ▶ Data Protection Managers & Staff
- ▶ Lawyers
- ▶ Data Protection Regulators
- ▶ AI Advisors
- ▶ Privacy Advocates
- ▶ Ethics Advisors
- ▶ Data Managers
- ▶ Data Protection Advisers & Trainers
- ▶ IT Security & Risk Managers
- ▶ Consultants & Auditors
- ▶ Marketing & HR Managers



Diary Date: Annual International Conference: 7-9 July 2025

#PLB2024

REPORTS • CONFERENCES • ROUNDTABLES • RECRUITMENT • TRAINING • CONSULTING
COMPLIANCE AUDITS • RESEARCH • WEBINARS • PODCASTS • CONTENT WRITING

Privacy Laws & Business, 2nd Floor, Monument House, 215 Marsh Road, Pinner, Middlesex HA5 5NE, UK
Email: info@privacylaws.com Tel: +44 (0)20 8868 9200
privacylaws.com/plb2024

ANNUAL CONFERENCE PROG 2.0.06/24