



7-9 JULY 2025

THE GOOD ✓
THE BAD X
AND THE GOOD ENOUGH OK

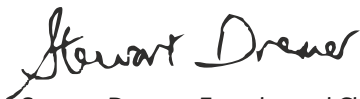
PL&B'S 38th INTERNATIONAL CONFERENCE
ST. JOHN'S COLLEGE, CAMBRIDGE, UK

THE GOOD ✓ THE BAD ✗ AND THE GOOD ENOUGH OK

While privacy laws require **The Good** and sanction **The Bad**, many organisations aim for **The Good Enough** to raise their reputation and avoid regulatory action.

This residential conference will help you navigate this complex route. Regulators, companies and law firms share their experiences from contrasting jurisdictions and diverse sectors.

Conference sessions enable you to understand the most important data protection/privacy law issues and help you implement, with confidence, follow-up actions in your organisation.



Stewart Dresner, Founder and Chief Executive

THE PL&B TEAM

- ▶ K'an Thomas, General Manager
- ▶ Jugaad Singh, Assistant
- ▶ Laura Linkomies, Editor
- ▶ Tom Cooper, Deputy Editor
- ▶ Merrill Dresner, Assistant Editor
- ▶ Faramarz Kohistany, Researcher
- ▶ Hannah Heilbuth, Rapporteur
- ▶ Alexine Mota, Rapporteur
- ▶ Nel Anna Krzesłowska, Rapporteur

Badges: The PL&B team have blue dots on their badges, speakers and chairpersons red dots, and Data Protection Authorities and government policy people green dots.

Feedback: Please remember to fill in the paper feedback form and hand it in while here to give us a valuable insight into what you think about this conference.

Social Events: Information on the social events is on page 11 and the college map is on page 16.

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

16.00-17.45 Registration

Central Hall, Divinity School MAP #1

18.45-19.30 Drinks, all welcome – sponsored by Meta

First Court MAP #4

19.30-21.00 Dinner – sponsored by Meta

Wordsworth Room, First Court MAP #4



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08.30-17.30	Registration	Central Hall, Divinity School	MAP #1		
08.00-09.00	Breakfast	The Buttery	MAP #5		
09.15	Chairman's welcome and introduction: The Good, the Bad and the Good Enough Stewart Dresner , <i>Founder and Chief Executive, Privacy Laws & Business</i>	Lecture Theatre	MAP #1		
09.30	The global impact of data privacy laws after 50 years Graham Greenleaf , Honorary Professor, Macquarie Law School and Asia-Pacific Editor, PL&B, Australia <i>Chair: Christopher Millard</i> , <i>Professor of Privacy and Information Law, Queen Mary University of London, UK</i>	Lecture Theatre	MAP #1		
10.15	Introducing compliant AI systems in the workplace Stephen Almond , Executive Director, Regulatory Risk, Information Commissioner's Office, UK Olivia Savage , Principal Lawyer, Data-Consumer, BT, UK Airlie Hilliard , Research Lead, Policy and Governance, Holistic AI, UK <i>Chair: Ali Vaziri</i> , <i>Partner, Lewis Silkin, UK</i>	Lecture Theatre	MAP #1		
11.00	Coffee Break – sponsored by Dentons	Central Hall, Divinity School	MAP #1		
11.30	Trends in GDPR Damages Claims and Implications of Emerging Tech Regulations Cecilia Alvarez , EMEA Privacy Policy Director, Meta, Spain Tim Wybitul , Partner, Latham & Watkins, Germany <i>Chair: Ian Felstead</i> , <i>Partner, Latham & Watkins, UK</i>	Lecture Theatre	MAP #1		
PARALLEL SESSION 1	Lecture Theatre	MAP #1	PARALLEL SESSION 2	Lightfoot Room	MAP #1
12.15	AI in the Boardroom Tina Maisonneuve , Privacy & Data Trust Officer, Aon, UK Sarah MacFarlane , General Counsel, Technology, Procurement, IP & Privacy, London Stock Exchange Group, UK StewAIrt , AI Board Member <i>Chair: Giles Pratt</i> , <i>Partner, Freshfields, UK</i>		12.15	Recent decisions of Ireland's Data Protection Commission Douglas McMahon , Partner, McCann FitzGerald, Ireland <i>Chair: Laura Linkomies</i> , <i>Editor, Privacy Laws & Business Reports</i>	
13.00	Lunch – sponsored by Freshfields			The Hall	MAP #5

14.00 **Game, set and evenly matched? Controller and processor negotiating positions in 2025** **Lecture Theatre MAP #1**
Christel Cao-Delebarre, Group Head of Data Privacy, RWS Group, UK
Evelien Visser, Group Data Privacy Senior Legal Counsel, Shell, UK
Chair: Rebecca Cousin, Partner & Head of Privacy, Slaughter and May, UK

14.45 **The CNIL's Mobile Apps recommendations** **Lecture Theatre MAP #1**
Bertrand du Marais, Commissioner, CNIL, France
Chair: Sarah Pearce, Partner, Hunton, UK

15.30 **Tea Break – sponsored by Dentons** **Central Hall Divinity School MAP #1**

16.00 **All kinds of impact assessments: A walk on the supplier side** **Lecture Theatre MAP #1**
Andrew Cooke, Global Policy Lead, Microsoft, UK
Chair: Richard Cumbley, Partner, Linklaters, UK

PARALLEL SESSION 1 **Lecture Theatre MAP #1**

16.45 **Privacy Implications of the EU Accessibility Act and wider EU Digital Regulatory Landscape**
John O'Brien, Head of Legal (Data Protection), Revolut, UK
Praveeta Thayalan, Knowledge Lawyer, RPC, UK
Chair: Jon Bartley, Partner, RPC, UK

PARALLEL SESSION 2 **Lightfoot Room MAP #1**

16.45 **A common thread binds the British, Irish, and Islands DPAs together for predictability and legal certainty**
Alexandra Delaney-Bhattacharya, Information Commissioner, Isle of Man
Ian Deguara, Data Protection Commissioner, Malta
Lucie Fremlova, Assistant Commissioner, Policy & Innovation, Privacy Commission, Bermuda
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business

17.30 **Close**

18.00 **Cambridge Guided Walk** **Meet First Court, inside Great Gate MAP #2**
Guided Walk around St John's College Gardens **Meet at Eagle Gate MAP #10**
Visit to The Old Library, St. John's College Library **Second Court, Old Library Entrance MAP #9**

18.45 **Drinks – sponsored by Cooley** **Chapel Court MAP #7**

19.30 **Dinner – sponsored by Slaughter and May** **The Hall MAP #5**
Entertainment: The Guildhall Jazz Singers, Guildhall School of Music & Drama, London – Director: Scott Stroman

08.30-17.30 Registration

Central Hall, Divinity School MAP #1

08.00-09.15 Breakfast

The Buttery MAP #8

09.30 Bringing the EU AI Act to life in a multinational MedTech organization: A hands-on example

Lecture Theatre MAP #1

Daniela Fábíán Masoch, Founder and Executive Director, Fabian Privacy Legal, Switzerland

Luca Nevano, VP, Chief Privacy Counsel & Group DPO, BD, Switzerland

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

10.15 Data Localisation, Cybersecurity and Data Transfers

Lecture Theatre MAP #1

Silvia García Ausin, Technology Compliance Legal Counsel, Amadeus, Spain

Claudia Oteros, Privacy and Commercial Data Counsel, Amadeus, Spain

Chair: Christopher Millard, Professor of Privacy and Information Law, Queen Mary University of London, UK

11.00 Coffee Break – sponsored by Meta

Central Hall, Divinity School MAP #1



11.30 Data Protection Life Hacks: Building an Agile and Cost-Effective Data Protection Function **Lecture Theatre MAP #1**
Samantha Sayers, Global Head of Privacy, Risk and Compliance, Bolt, UK
Chair: James Drury-Smith, Partner, DWF, UK

<p>PARALLEL SESSION 1 Lecture Theatre MAP #1</p> <p>12.15 Transforming Your PIA/DPIA Processes for AI Risk and Compliance Assessments Heikki Tolvanen, Co-founder and Chief Legal Engineer, PrivacyDesigner, Finland <i>Chair: Rachael Annear, Partner, Freshfields, UK</i></p>	<p>PARALLEL SESSION 2 Lightfoot Room MAP #1</p> <p>12.15 The new data laws in major Asian countries: India, Thailand and Indonesia Graham Greenleaf, Honorary Professor, Macquarie Law School, Asia-Pacific Editor, Privacy Laws & Business, Australia <i>Chair: Stewart Dresner, Founder, Privacy Laws & Business</i></p>
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13.00 Lunch – sponsored by Freshfields **The Hall MAP #5**

<p>PARALLEL SESSION 1 Lecture Theatre MAP #1</p> <p>14.00 A pragmatic approach to biometric technologies Aishwarya Jha, Associate, White & Case, UK Tiina Kangas, Director, PrivacyDesigner, Finland <i>Chair: Tim Hickman, Partner, White & Case, UK</i></p> <p>14.45 Non-material damage claims following data protection violations Lea Stegemann, Senior Associate, Noerr, Germany Jakob Horn, Associate, Taylor Wessing, Germany <i>Chair: Ann Bevitt, Partner, Cooley, UK</i></p>	<p>PARALLEL SESSION 2 Lightfoot Room MAP #1</p> <p>14.00 Board and Regulatory Engagement: Is your organisation aligned? Phyllis Sumner, Partner & Chief Privacy Officer, King & Spalding, USA Kimberly Shur, Senior Vice President, Global Compliance Counsel & Privacy Officer, Marriott International Elaine Fox, Head of Privacy Europe, Member of the Board and Head of TikTok Ireland <i>Chair: Eve-Christie Vermynck, Partner, King & Spalding, UK</i></p> <p>14.45 Data compliance in Global Finance Hubs: Best Practices for Financial Services Anne King, Operations Director, Office of the Information Commissioner, Jersey Angie Farquharson, Deputy Commissioner Bermuda Brent Homan, Data Protection Commissioner Guernsey Bradley Tosso, Director of Information Rights Gibraltar <i>Chair: Georgina Kon, Partner, Linklaters, UK</i></p>
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15.30	Tea Break at the Cambridge Union – sponsored by Meta	Cambridge Union	MAP #3
16.00	DEBATE IN THE CAMBRIDGE UNION DEBATING CHAMBER – This house believes the concept of “Special Category Data” needs reforming Jamie Drucker , Partner and Faye Harrison , Of Counsel, Bristows, UK Timon Mertens , Corporate Data Protection Audit & Consulting, Bertelsmann, Germany Oskari Paasikivi , Senior Associate, Dittmar & Indrenius, Finland <i>Chair: Professor Ian Walden, Professor of Information and Communications Law, Queen Mary, University of London, UK</i> Everyone is welcome to offer to speak at the debate.	Lecture Theatre	MAP #1
17.00	Close		
18.00	Punting – sponsored by Westbrook Data Protection Services For further information see the Social Programme box	River Cam, Lower River Court	MAP #11
18.45	Drinks – sponsored by Linklaters	River Court	MAP # 11
19.30	Dinner – sponsored by Slaughter and May	The Hall	MAP #5

Save The Dates:

PL&B 39th Annual International Conference – 6-8 July 2026

PL&B 40th Anniversary International Conference – 5-7 July 2027

St. John’s College, Cambridge

08.30-14.00 Registration

Central Hall, Divinity School MAP #1

08.00-09.15 Breakfast

The Buttery MAP #8

PARALLEL SESSION 1

Lecture Theatre MAP #1

PARALLEL SESSION 2:

Lightfoot Room MAP #1

09.30 **Designing Privacy: Simplifying Complex Legal Concepts for Real-World Impact**
Henna Tolvanen, AI and Data Compliance Lead, PrivacyDesigner, Finland
Chair: Frank Madden, Senior Auditor, Third Party Security & Privacy, IBM, UK

09.30 **Data protection laws in the Arab region**
Masha Ooijevaar, Legal Director, CMS, UAE
Renato Leite, VP Legal – Privacy, AI and IP, e&, UAE
Chair: Graham Greenleaf, Honorary Professor, Macquarie Law School, Asia-Pacific Editor, Privacy Laws & Business, Australia

10.15 **Navigating the complexity of being a Global DPO**
Simon Hania, Senior Director, Global Data Protection Office & DPO, Uber, Netherlands
Chair: Stewart Dresner, Founder and Chief Executive, Privacy Laws & Business

Lecture Theatre MAP #1

11.00 **Coffee Break – Sponsored by Meta**

Central Hall, Divinity School MAP #1

11.30 **Prospects for simplification of the EU GDPR**
Célie Allagnat, Legal Officer, Cooperation and Enforcement, European Data Protection Board Secretariat, Brussels
Chair: Cindy Knott, Head of Data Privacy Knowledge and Counsel, Slaughter and May, UK

Lecture Theatre MAP #1

PARALLEL SESSION 1

Lecture Theatre MAP #1

PARALLEL SESSION 2:

Lightfoot Room MAP #1

12.15 **AI Implementation in Practice: Day-to-Day Challenges for Privacy Officers**
Richard Nicholas, Partner, Browne Jacobson, UK
Aryeh Schreiber, Founder and CEO, Armadillex, Israel
Olga Ganopolsky, General Counsel – Privacy and Data, Legal and Governance, Macquarie Group, Australia
Chair: Dave Evans, Group Data Protection Officer, Alter Domus, USA

12.15 **Mastering the Maze: Navigating DSAR Compliance Across the UK and EU**
Sandra Skehan, Deputy Commissioner and Head of Regulatory Activity, Data Protection Commission, Ireland
Colin Rooney, Partner, Arthur Cox, Ireland
Chair: Annabel Gillham, Managing Partner, Morrison Foerster, UK

13.00 Lunch – sponsored by Freshfields

The Hall MAP #5

14.00 The UK's new Data (Use and Access) Act 2025: Opportunities and Risks

Lecture Theatre MAP #1

Robin Edwards, Leader, Data Protection Policy Team, The Department for Science, Innovation and Technology (DSIT), UK

Elisabeth Stafford, Head of Data Protection Act Reform, DSIT, UK

Elanor McCombe, Group Manager, Regulatory Policy, ICO, UK

Samuel Smyth Murray, Principal Policy Advisor, Data Protection, ICO, UK

Chair: Professor David Erdos, Trinity Hall Fellow and Professor of Law & the Open Society, Cambridge University. Co-Director of Centre for IP & Information Law

15.45 Close and Tea – sponsored by Meta



SOCIAL PROGRAMME

SUNDAY 6 JULY

18.30	Evensong with the Choir of St John's College	St John's College Chapel	MAP #6
18.45	Drinks, all welcome – sponsored by Meta	Chapel Court	MAP #7
19.30	Dinner – sponsored by Meta	Wordsworth Room, First Court	MAP #4
21.00-23.00	Networking	St John's College Bar	MAP #8

MONDAY 7 JULY

18.00	Cambridge Guided Walk A qualified guide from See Cambridge Differently will lead participants to some of the historic highlights of Cambridge close to St John's College.	Meet First Court, inside Great Gate	MAP #2
18.00	Guided Walk around St John's College Gardens	Meet at Eagle Gate	MAP #10
18.00	Visit to The Old Library, St. John's College Library	Second Court, Old Library Entrance	MAP #9
18.30	Evensong with the Choir of St John's College	St John's College Chapel	MAP #6
18.45	Drinks – sponsored by Cooley	Chapel Court	MAP #7
19.30	Dinner – sponsored by Slaughter & May Entertainment: The Guildhall Jazz Singers , Guildhall School of Music & Drama, London – Director: Scott Stroman	The Hall	MAP #5
21.00-23.59	Networking	St John's College Bar	MAP #8

SOCIAL PROGRAMME

TUESDAY 8 JULY

18.00	Punting on the River Cam – sponsored by Westbrook Data Protection Services	Lower River Court	MAP #7
	Free chauffeured punts on a first come first served basis.		
18.30	Evensong with the Choir of St John’s College	St John’s College Chapel	MAP #6
18.45	Drinks – sponsored by Linklaters	Lower River Court	MAP #7
19.30	Dinner – sponsored by Slaughter and May	The Hall	MAP #5
21.00-23.59	Networking	St John’s College Bar	MAP #8

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Forthcoming Events

Maximising opportunities from the Data (Use and Access) Act 2025

Date: Wednesday 1 October 2025

Times: 09.30 to 14.00 GMT

Location: Linklaters, London

The ICO lists changes to the law including:

- ▶ Clarifying how personal information can be used for research
- ▶ Lifting restrictions on some automated decision making
- ▶ Setting out how to use some cookies without consent

The Act provides the ICO with new powers including:

- ▶ The ability to compel witnesses to attend interviews
- ▶ Requesting technical reports
- ▶ Fines up to £17.5 million or 4 % of global turnover under PECR

Exchange experience with your peers: This conference will enable you to exchange experience on how you are working to expand business opportunities utilising: simplification of international transfers; a new definition of “scientific research”; and changes to legitimate interest guidance.

www.privacylaws.com/UK2025

Minding the (US-European) Privacy Gap

Date: Tuesday 4 November 2025

Times: 13.30 to 17.00 GMT

Location: Latham & Watkins, London

Exploring the common elements and differences between US and European privacy laws

- ▶ **US and UK/EU Enforcement Trends:** Examine the latest enforcement trends shaping the privacy and cybersecurity landscape in the US, UK, and EU
- ▶ **Cross-Border Data Transfers:** Gain insights into the complexities of international data transfers, particularly to China and other ‘countries of concern’ under new US national security requirements
- ▶ **Protection of Children’s Data:** Explore the evolving requirements for safeguarding children’s data, including US state laws, new FTC requirements, and UK/EU developments
- ▶ **Comparative Analysis:** Compare and contrast the approaches to privacy and cybersecurity protection across the US, UK, and EU

www.privacylaws.com/USA2025

Global data privacy laws 2025: 172 countries, 12 new in 2023/24

Law revisions overtake new laws in importance. By **Graham Greenleaf**, Honorary Professor, Macquarie University.

This biennial global assessment is the ninth in this publication since 2011. Each assessment has been accompanied by detailed tables listing key features of all the laws assessed (see Eighth Edition, 2023). The Ninth Edition of the Tables will accompany the next issue. This is the first assessment to

conclude that revisions to existing data privacy laws are now more important than enactment of such laws in countries without such laws. This review is comprehensive in that it covers, for 2023-24: (i) new countries with data privacy laws; (ii) laws

Continued on p.3

The next chapter on the legal requirements for profiling

A balance must be struck between the right of access to personal data and trade secrets in automated decision-making. By **Katharina A. Weimer** of Fieldfisher.

individual person (CK) proceeding against the Magistrat der Stadt Wien (City Council of Vienna – C Council), with further involvement of Dun & Bradstreet Austria.

Continued



38th International Conference
The Good, the Bad and the Good Enough
 July 2025, St John's College, Cambridge, UK and international policy developments, legislation, enforcement and best practice
 Early bird rates available until 1 April
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Data (Use and Access) Act 2025 becomes law

The Bill was granted Royal Assent on 19 June. By **Laura Linkomies**.

The House of Lords passed the Data (Use and Access) Bill on 11 June. Receiving Royal Assent means it is now on the statute books. A long ping-pong between the two Houses about AI training and copyright delayed the last stages of the Bill which had broad cross-

party support. The new law does not alter the UK's current data protection regime as dramatically as was proposed under the Conservative government.

Commenting on the relationship

Continued on p.3

Getting it right handling complex DSARs and how AI can help

Jenai Nissim and **Claire Saunders** of HelloDPO Law explain how you can use AI to successfully manage data subject access requests – especially in cases that involve large volumes of information.

Even if you have got the basics down to a fine art, a policy and procedures in place, templates and exemptions assessments to help you navigate data subject access requests (DSARs), dealing with a significant DSAR can still be a

daunting prospect. In this article, we discuss how you can prepare for the inevitable eventuality of dealing with a DSAR and the assistance that can be provided by technological

Continued on p.4

PL&B's 38th International Conference
The Good, the Bad and the Good Enough
 7-9 July 2025, St John's College, Cambridge, UK
 UK and international policy developments, enforcement and best practice

COMMENT

- 2 - Data protection and cyber security go hand in hand

NEWS

- 17 - Mind the gap: Content Moderation in UK vs. EU

ANALYSIS

- 12 - UK lessons from an Italian fine

LEGISLATION

- 1 - Data (Use and Access) Act 2025 becomes law

MANAGEMENT

- 1 - Getting it right handling complex DSARs and how AI can help
- 7 - What will the Cyber Security and Resilience Bill mean for you?
- 10 - The M&S cyber attack: Lessons for UK retailers
- 14 - Events Diary
- 15 - 'Is My Boss a Bot?' Using AI in recruitment

NEWS IN BRIEF

- 6 - EDRI warns EU of weakened level of UK data protection
- 6 - UK and Japan work on data adequacy
- 9 - techUK makes recommendations for the digital field
- 9 - ICO moves to Manchester
- 9 - ICO fines 23andMe £2.31 million
- 14 - Children have no say in AI
- 19 - UK-India trade deal touches on data

See the publisher's blog 'A gap between political aspects of new privacylaws.com'

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