

5th EDPD 2015

EUROPEAN DATA PROTECTION DAYS

4-5 MAY 2015

BERLIN, GERMANY

PLUS: Workshop Day 8 May 2015

16. Datenschutz kongress 2015

6-7 MAY 2015 **GERMAN EVENT**



KEYNOTES



Isabelle Falque-Pierrotin,
Chairwoman of CNIL and
Article 29 Working Party



Ted Dean,
U.S. Department
of Commerce



Ben Wizner,
Lawyer to Edward Snowden



Giovanni Buttarelli,
European Data Protection
Supervisor



Julie Brill
Commissioner, Federal
Trade Commission, USA

PRIVACY LAW DEVELOPMENTS IN EUROPE AND AROUND THE WORLD



Peter Fleischer,
Google Inc.



John Edwards,
Data Protection Authority
New Zealand



Oskari Rovamo,
Nokia Corporation



Dr. Anna Zeiter, LL.M.
eBay International AG



Bojana Bellamy,
Centre for Information
Policy Leadership



Björn Erik Thon,
Norwegian Data Protection
Authority

NUMEROUS NET- WORKING OPPORTUNITIES



Peter Lefkowitz,
General Electric Company



Dr Ulrich Wuermeling LL.M.,
Latham & Watkins LLP



Joseph Alhadeff,
Oracle Corporation



Philippe Renaudière,
European Commission



Stephen Bolinger,
TeleSign Corporation

EUROFORUM
an **informa** business



The EDPD will be held in English

www.edpd-conference.com | www.datenschutzkongress.de

Dear participants

The European Data Protection Days have been expanding ever since their launch in 2011 – a logical result to the increasing impact of international data protection activities in Europe and worldwide.

During the last European Data Protection Days Conference in May 2014, the news about the European Court of Justice's judgment regarding the 'right to be forgotten' reached us – one of the most remarkable court decisions on the issue of data protection in recent years. The EDPD 2015 counts two years since the exposures by Edward Snowden and still their influence on the work of data protection officers is highly visible.

For this reason, this year's EDPD conference agenda is focused on a wide range of recent breaking issues regarding data protection: What will happen to Safe Harbor, American enterprises' self-certification program, which is being checked for validity by the new EU-Commission? What impact will the European data protection law reform process have on businesses and international data transfers? How will the EU's 'right to be forgotten' work in practice? Big Data: An insurmountable challenge for data protection?

The 5th EDPD will provide you with all the important news and updates for your data protection business activities at a top level:

- More than 40 top-speakers from 18 countries will answer your questions.
- Listen to Ben Wizner, lawyer to Edward Snowden!
- Talk to decision makers from the EU-Commission.
- Meet the **who-is-who of data protection** – not only among the speakers, but also among the participants!
- Create your individual conference schedule: **Parallel lectures** make this possible.
- Join our **TED-polls** and find out the common opinion of the data-protection scene even while the congress is in progress!
- Use one of the numerous business-networking-breaks or the evening event to **network**.

The EUROFORUM-Team looks forward to seeing you

Best regards



Elke Schneider

Lawyer, Project Manager

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4 MAY 2015

5th EDPD 2015
EUROPEAN DATA PROTECTION DAYS

→ 5 MAY 2015

5th EDPD 2015
EUROPEAN DATA PROTECTION DAYS

→ 6 MAY 2015

16. Datenschutz kongress 2015

→ 7 MAY 2015

16. Datenschutz kongress 2015

→ 8 MAY 2015


Workshops

8.15 a.m.

Registration and welcome coffee

8.45 a.m.

Opening remarks from EUROFORUM and the conference chairwoman


 **Bojana Bellamy**, President, Centre for Information Policy Leadership, Hunton & Williams, United Kingdom



9.00 a.m.

KEYNOTE

Data Protection and the Internet of Things


 **Julie Brill**, Commissioner, Federal Trade Commission, USA



9.30 a.m.

KEYNOTE

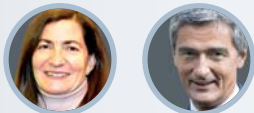
Value of the EU Data Protection Reform against the Big Data challenges

 **Giovanni Buttarelli**, European Data Protection Supervisor



10.00 a.m.

DISCUSSION



Julie Brill,
Giovanni Buttarelli


RECENT DEVELOPMENTS

10.30 a.m.

Safe Harbor: Decline, stagnation or future from a European perspective?

- The Rise: Safe Harbor as a concept of early safeguards for international data transfers

- The Fall: Struggles and pitfalls along the way
- The Compromise: Political expectations for renewal
- The Future: What can data exporters rely on?

 **Gabriela Krader LL.M.**, Corporate Data Protection Officer, Deutsche Post DHL, Germany




10.45 a.m.

Authority's Perspective

The Data Protection Law Reform Process and its impact on data transfers

- Data transfer mechanisms in the EU data protection reform
- Binding corporate rules, model clauses, codes of conduct, certification mechanisms (data protection seals)
- Description of the decision taken by the Council in June 2014 regarding data transfer mechanisms in light of the position of the European Parliament

 **Isabelle Vereecken**, Legal Advisor, Belgian Data Protection Authority, Belgium




11.00 a.m.

Company's Perspective

Global Data Transfers: Challenges and opportunities

- Recent developments regarding data transfer mechanisms and data localisation initiatives
- Implications for companies' global data transfer strategies
- Practical recommendations on how to address those challenges

 **Caroline Louveaux**, Senior Managing Counsel, Privacy and Data Protection, MasterCard Europe, Belgium



"Very professional & informative forum with excellent speakers and topics"

Dr Anna Schmits, Akamai Technologies GmbH

"An event to invest and assist"

Leonor Chastre, CUATRECASAS, GONÇALVES PEREIRA, RL

"Just thinking out of the box"

Stefan Purder, Xella International GmbH

"Perfect opportunity to discuss with the best experts in the data protection industry"


Dr Mariusz Krzysztofek, Euroclear Bank S.A.

"Definitely worth attending for a great insight into current trends"

Oran Kiazim, SterlingBackcheck

11.15 a.m.

KEYNOTE**Remarks on Safe Harbor**

 **Ted Dean**, Deputy Assistant Secretary for Services,
U.S. Department of Commerce, USA



11.25 a.m.

DISCUSSION**Data Privacy on both sides of the Atlantic:****Challenges and opportunities for international data flow**


Joseph Alhadeff, Vice President for Global Public Policy, Chief Privacy Officer, Oracle Corporation, USA ■ **Ted Dean** ■ **Peter Lefkowitz**, Chief Privacy Officer, General Electric Company, USA ■ **Caroline Louveaux** ■ **Isabelle Vereecken**

11.45 a.m. **Coffee break**

12.10

The right to be forgotten: Taking stock a year after the Google/Costeja case at the European Court of Justice

- How is it working in practice?
- How are search engines processing these requests?
- How do we balance privacy and the public's right to access information?
- What are the main things learned after a year's experience?
- The right to be forgotten on the global stage

 **Peter Fleischer**, Global Privacy Counsel,
Google Inc., France




12.30 p.m.

DISCUSSION**The right to be forgotten: Consequences of the European Court's judgment in practice**

Peter Fleischer ■ **John Edwards**, Privacy Commissioner, New Zealand
■ **Gabriela Krader LL.M.** ■ **Björn Erik Thon**, Director, Norwegian Data Protection Authority, Norway

12.50 p.m.

Data Protection Reform: State of play

 **Philippe Renaudière**, Data Protection Officer,
European Commission




1.05 p.m.

The one-stop mechanism

- Cross-border cases – One-stop shop
- Cooperation and joint decision making (co-decision)

- Dispute resolution system for cross-border cases
- Role of European Data Protection Board


 **Dr jur Panagiotis Filopoulos**, Judge at the Appeal Court of Athens, JHA Counsellor at the Permanent Representation of Greece to the EU, Greece

1.20 p.m. **Lunch break**

2.20 p.m.

Privacy seals and harmonisation of EU dp law: Threat or facilitator?

- Aim of the GDPR is harmonisation
- Aim of privacy seals is to certify compliance with the regulation – which requires interpretation and application of the regulation's provisions
- Privacy seals will have (some) legal effects, e.g. re-processors and transfers of data to third countries – and possibly re-procurement
- Privacy seals should be subject to the mutual assistance/cooperation/consistency mechanisms and harmonised, consistent application of EU dp law
- If they are left to individual DPAs and/or outsourced to outside providers, they can seriously undermine the regulation


 **Prof Dr Douwe Korff**, Associate Oxford Martin School, University of Oxford, Visiting Fellow at Yale University, United Kingdom



2.35 p.m.

Maximising the societal and economic opportunities of emerging digital technologies while protecting privacy


- New and emerging technologies and business models create new possibilities for societal benefit, especially in areas such as health care and medical research
- Sensor-based and other non-structured information supported by analytics as well as inference and correlation can provide new insights and opportunities which we must be able to benefit from
- The elements of privacy/data protection that must be maintained (the "what") remain constant, but how they are maintained (the "how") should not
- We should choose the implementation methodology that supports innovation and implementation, while still providing the necessary privacy protection
- Determination of acceptable risk, needs to be informed by the potential for benefit in the application
- You need to be responsible for your use of big data as well as for your failure to use it

 **Joseph Alhadeff**



2.50 p.m.


Data Protection and Customer Trust

 **Dr. Anna Zeiter**, LL.M. (Stanford)
Head of Data Protection / Data Protection Officer EU Marketplaces, eBay International AG



3.05 p.m.

KEYNOTE**European data protection governance 3.0**

 **Isabelle Falque-Pierrotin**, Chairwoman of CNIL,
Chairwoman of Article 29 Working Party

**DATA PROTECTION AUTHORITY REPORTS**

3.35 p.m.

Privacy Down-Under: Privacy notes from New Zealand

- New Zealand had the first comprehensive privacy law outside Europe and was the first economy in the Asia Pacific to meet EU data protection standards – hear about plans for a new privacy law to meet the challenges of the digital age
- Making privacy compliance simple – initiatives from New Zealand's Office of the Privacy Commissioner to promote data protection compliance
- Key messages: Communicating privacy in business, government and to the public
- Global cooperation amongst privacy enforcement authorities



John Edwards,
Privacy Commissioner, New Zealand



3.55 p.m.

Commercial use of personal data

- The impact of big data: The use of personal data is taken to a new level
- How this challenges important privacy principles
- Is it fair that our online experience is decided by an algorithm we can't control?



Björn Erik Thon



4.15 p.m.

**Q & A**

4.25 p.m.

Coffee break

6.30 p.m.

Departure for evening event**EDPD EVENING ACTIVITY**

On the evening of the first EDPD conference day we cordially invite you to a Trabi-Safari. The Trabi (Trabant) was the most common vehicle in Eastern Germany (the former GDR). Experience Berlin's famous sights and have a famous Berlin "Currywurst" after this tour:

Potsdamer Platz → Diplomatenviertel → KaDeWe → Ku'damm → Zoo → Siegestsäule → Straße des 17. Juni → Brandenburger Tor → Regierungsviertel → Neue Synagoge → Scheunenviertel → Rotes Rathaus → Fernsehturm → Schlossplatz → Berliner Dom → Museumsinsel → Forum Fridericianum → Unter den Linden → Gendarmenmarkt → Checkpoint Charlie

4.45 p.m.

Some thoughts about the status of data protection in the framework of automatic exchange of tax information

- The Common Reporting Standard of the OECD and other developments at international level
- WP 29 Working Party's point of view
- The decision of 8 April 2014 of the Court of Justice, CJEU (Cases-293/12 and C-594/12, digital rights Ireland, Seitlinger a.o.)



Dr Philipp Mittelberger, Data Protection Commissioner,
Principality of Liechtenstein



5.05 p.m.

Privacy and data protection implications of the civil use of drones

- Current legislation relating to the civil use of drones in Hungary
- Hungarian Data Protection Authority's recent analysis relating to the civil use of drones and the implications for data protection



Dr Attila Peterfalvi, President of the National
Authority for Data Protection and Freedom of
Information, Hungary



5.25 p.m.

Developments in the legislation of the Republic of Lithuania – towards better personal data protection

- The role of the Data Protection Supervisory Authority – advisor or supervisor?
- State policy influence on the activities of the Data Protection Supervisory Authority
- Peculiarities of personal data protection in the public and private sector



Dijana Sinkuniene, Deputy Director, State Data
Protection Inspectorate of the Republic of Lithuania



5.45 p.m.

**Q & A**

6.00 p.m.

End of day one

*We cordially
invite you to a
Trabi-Safari*



5th EDPD 2015

EUROPEAN DATA PROTECTION DAYS


TUESDAY, 5 MAY 2015

8.30 a.m.

Welcome coffee

9.00 a.m.


Opening remarks from the conference chairman

 **Dr Ulrich Wuermeling LL.M.**, Partner,
Latham & Watkins LLP, Germany




9.15 a.m.

KEYNOTE

 **Ben Wizner**, Director, American Civil Liberties Union (ACLU) Speech, Privacy and Technology Project and legal adviser to Edward Snowden, USA



 9.45 a.m.
Q & A

10.15 - 11.15 a.m. **1st Floor**

Parallel Workshop



Automating Privacy Assessments Across your Enterprise


Ralph O'Brien, Senior Privacy Consultant, TRUSTe

PRACTICAL DATA PROTECTION ISSUES


10.15 a.m.

The evolving face of Privacy by Design for internet connected devices

- How did PbD end up on the regulatory agenda, and can we predict what regulators will expect?
- PbD: Privacy by Design or Privacy by Default?
- What does PbD mean in practice? Can a single process accommodate aeroplanes and software, medical devices and cars, and whatever is to come?
- What are the benefits and pitfalls of contemplated PbD regulation in Europe and the US?

 **Peter Lefkowitz**, Chief Privacy Officer,
General Electric Company, USA



 10.35 a.m.
Q & A

10.45 a.m.

Two-Factor Authentication: Security-by-Default


- The existing and forthcoming security requirements under EU data protection law
- Addressing the existing username/password construct for account authentication under these requirements
- The data security implications of the proposed regulation's "Data Protection by Default" requirements
- Whether and how two-factor authentication can address the security requirements, and whether it is or should become a requirement for protecting user accounts

- How to address user adoption of two-factor authentication



Stephen Bolinger, Chief Privacy Officer and Vice President of Legal, TeleSign Corporation, United Kingdom



 11.05 a.m.
Q & A

11.15 a.m.

Coffee break

11.45 a.m.


Risk-based approach: Managing privacy in a complex global technology business

- Practices established by Nokia to address privacy-related matters in complex global technology environments
- How Nokia manages this complexity and the drive towards Privacy by Design through a comprehensive privacy program
- Program oversight and structure, training and awareness approach, policy and requirements management
- Privacy engineering and assurance methodologies used to identify and mitigate privacy threats in agile software development environments
- Measures that are necessary for managing privacy in an increasingly complex global business and technology environment



Oskari Rovamo, Global Privacy Counsel,
Nokia Corporation, Finland



 12.05 p.m.
Q & A

12.15 p.m.

Big data: The role of fair information practices and ethical analytics

- Why privacy and fair information practices are imperative to realising the promise of big data
- Fair information practice principles in an age of big data, and the need to reinterpret them to make them applicable in practice
- The emergence of ethical analytics as a model for business decision-making



Paula J. Bruening, Senior Counsel,
Global Privacy Policy, Intel Corporation, USA



12.35 p.m.

DISCUSSION

Big data: An insurmountable challenge for data protection?




Bojana Bellamy, **Stephen Bolinger**, **Paula J. Bruening**

Pam Dixon, Executive Director, World Privacy Forum, **Peter Lefkowitz**

1.10 p.m.

Differences in privacy organisations – controller versus processor

- Better understanding of implications for the implementation of privacy programs from both perspectives
- Differences in vendor management
- Potential implications for privacy programs under the upcoming Data Protection Regulation

 **Uwe W. Fiedler**, Chief Privacy Officer, PAREXEL International Corporation, Germany



1.30 p.m.

Lunch break**PARALLEL SESSIONS**

Choose your individual subject!


CHAIR: Teresa Troester-Falk, Chief Global Privacy Strategist, NYMITY – innovating compliance



2.30 p.m.

Corporate compliance and data privacy

- When compliance monitoring and employees' privacy rights collide (MDM/BYOD, DLP a.o.)
- Looking outside of the organisation: transparency obligations in the pharmaceutical and medical devices industries and screening of agents and suppliers
- Open employee reporting, internal investigations and international transfers of data: the GE experience


 **Carlos Garcia-Mauriño**, EMEA Privacy Leader, General Electric Healthcare, Spain



2.50 p.m.

Remote maintenance and subcontracting within the healthcare industry and patient privacy

- Data privacy laws and regulations that apply to subcontracted remote maintenance services
- Aspects of the patient's consent
- Medical confidentiality
- How to comply with the Working Paper Nr. 196 on Cloud Computing


 **Werner Werts**, Head of Special Law, Healthcare Data Privacy, Siemens AG, Germany



3.10 p.m.

The New Transparency: Privacy notices and consents under the European Data Protection Regulation

- Getting rid of legalese, hidden notices, and binary consents
- Creating more open and transparent consumer interfaces
- How Vodafone is making the change
- Why savvy companies are starting now


 **Mikko Niva**, Global Privacy Officer, Vodafone, United Kingdom

**CHAIR:** Dr Ulrich Wuermeling LL.M.

2.30 p.m.

From script to screen – the rollout and implementation of data protection law in Singapore – casting an eye on data protection law in Southeast Asia

- Implications of Singapore's Personal Data Protection Act on Singaporean organisations, including affiliates and subsidiaries of European organisations based in Singapore
- Enforcement of the Act by Singapore's regulator – tough lessons to be learnt
- Notable developments, if any, in some Southeast Asian countries with respect to data protection law


 **Steve Tan**, Partner, Deputy Head, Technology, Media & Telecoms, Rajah & Tann Singapore LLP, Singapore



2.50 p.m.

"There is data protection law in China? Really?"

- Key pieces of legislation on data protection law in China
- Key concepts and areas of concern
- What to expect in the near future?


 **Michelle Chan**, Partner, Bird & Bird, Hong Kong



3.10 p.m.

Update on Malaysia's new privacy law

- Overview of the Malaysian PDPA
- Regulatory updates and consultation papers
- Status of implementation since 14 Feb 2014
- Challenges faced by businesses
- What the future might hold


 **Kuok Yew Chen**, Partner, Christopher & Lee Ong, Kuala Lumpur, Malaysia

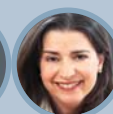


3.30 p.m.

EU referential agreement between APEC and the Article 29 Working Party – one year on

- The latest developments with APEC Cross Border Privacy Rules (CBPR) and Binding Corporate Rules (BCR)
- How have companies approached 'dual certification'?
- Next steps towards global interoperability

 **Josh Harris**, Director of Policy, TRUSTe, USA
Christina Peters, Chief Privacy Officer, IBM Corporation, USA




1

3.30 p.m.

Social collaboration tools in global companies

- Why social collaboration tools?
- Relevance of employee and customer data protection
- The work council has a word to say
- Global implementation of local law

 **Dr Axel Freiherr von dem Bussche LL.M.**, Partner,
Specialist Solicitor Information Technology Law, Taylor
Wessing, Germany



 **Sven Ahlheid**, Head of Social Collaboration & Knowledge
Sharing Atos IT Solutions & Services GmbH/C-LAB,
Germany



3.50 p.m.


Coffee break

CHAIR: Dr Ulrich Wuermeling LL.M.

4.20 p.m.

Intra Group Exemptions

- Data is rapidly becoming the new oil and globalisation is dramatically changing how organisations operate
- How to share data across a global organisation with global clients and suppliers in a way that complies with a myriad of data protection laws and regulatory expectations?
- Practical examples of how to deal with these challenges in response to the European data protection law reforms


 **Brad Bryant**, Deputy Chief Privacy Officer,
Aon Corporation, United Kingdom

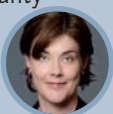


4.40 p.m.

How to address data security?

- Current and upcoming rules in varying jurisdictions, including Europe, U.S., and Asia
- Working with regulators around the world in response to enforcement actions
- Crucial action items before, during, and after a security incident


 **Karin Retzer**, Partner,
Morrison & Foerster LLP, Belgium



5.00 p.m.

Privacy compliance: Quality assurance through metrics and benchmarking

- Metrics: How to choose meaningful key risk indicators and key performance indicators
- Benchmarking: How to compare your organisation's privacy compliance with your peers' maturity levels
- Dashboard: How to provide your board with metrics-based privacy assurance
- Outlook: Information governance – How to prevent silo thinking in terms of privacy and information security

 **Dr. Stefan Hanloser**, Lawyer, CIPP/E,
Corporate Privacy & Data Protection Officer,
Allianz Asset Management AG, Germany



5.20 p.m.

Final discussion, Q&A

2

3.50 p.m.


Coffee break

CHAIR: Teresa Troester-Falk


4.20 p.m.

Managing data protection in HR transformation

- Impact of data protection rules on global HR technology and re-organisation projects
- How to establish and manage a data protection compliance workstream within the project
- Addressing local requirements and challenges including national regulators, work councils and employee rights
- Specific challenges and concerns in relation to shared service centres, cloud-based services and emerging HRM technologies

 **Robert Grosvenor**, Director, Privacy & Data Protection
Practice, Promontory, United Kingdom




 **Jas Johal**, Associate, Privacy & Data Protection Practice,
Promontory, United Kingdom



4.40 p.m.

Data protection in Spain: An overview

- Spanish Data Protection Framework: recent developments
- Administrative 'case law' including DPA's regulations, rulings and decisions, legal reports, audits, and guidelines
- Tools to adapt the legal framework in response to new phenomena, such as the right to be forgotten, cloud computing and processor-to-processor contractual clauses


 **Ricard Martinez Martinez**, President of the Spanish
Professional's Privacy Association, Data Protection Officer,
University of Valencia, Spain



5.00 p.m.

Improvements and challenges of privacy in Mexico

- Current Mexican data protection law, regulations and secondary rulings
- Good and bad points investors are facing while processing data in Mexico, 'Musts and must nots'
- Elements that are common between Directive 95 and Mexican PDP law
- Specific codes and laws (Criminal Code, Telecoms Federal Law, Anti-Money Laundering law, etc.)

 **Mauricio Hernandez**, Senior Attorney, Bufete Soni,
Mexico City, Mexico



5.20 p.m.

Final discussion, Q&A

5th EDPD 2015

EUROPEAN DATA PROTECTION DAYS

OUR PARTNERS:

EXHIBITION



TRUSTe is the leading global Data Privacy Management (DPM) company and powers privacy compliance and trust by enabling businesses to safely collect and use customer data across their customer, employee, and vendor channels. Our SaaS-based DPM Platform gives users control over all phases of data privacy management from conducting assessments and implementing compliance controls to managing ongoing monitoring. Our DPM Services, including assessments and certifications, are delivered by an expert team of privacy professionals. Thousands of companies worldwide rely on TRUSTe to minimize compliance risk and protect their brand.

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LOGO PRESENTATION



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5th EDPD 2015

EUROPEAN DATA PROTECTION DAYS

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EUROPEAN DATA PROTECTION DAYS 4th and 5th of May, 2015:

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KEY ARGUMENTS FOR THIS EVENT

- Meet a variety of international data protection officers
- Meet representatives from international authorities
- Meet the lawyer to Edward Snowden
- 2 days full of exchange, information and networking
- Google, Intel, Oracle and others: don't miss out on what they have to say about data protection issues
- Discuss the future of international data protection

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