### at-a-glance schedule

**Tuesday, 19 November**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Registration</td>
<td>Registration Hall (Level -1)</td>
</tr>
<tr>
<td>8:00 – 8:30</td>
<td>Networking Breakfast</td>
<td>Studio 211 Foyer, Studio 310, The Arc Foyer (Levels 2 &amp; 3)</td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td>Cloak Check</td>
<td>Registration Hall (Level -1)</td>
</tr>
<tr>
<td>9:00 – 17:00</td>
<td>TRAININGS</td>
<td></td>
</tr>
<tr>
<td>9:00 – 18:00</td>
<td>WORKSHOPS</td>
<td></td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Networking Refreshment Break (Trainings)</td>
<td>The Arc Foyer (Level 3)</td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Networking Refreshment Break (Workshops)</td>
<td>Studio 211 Foyer, Studio 310 (Levels 2 &amp; 3)</td>
</tr>
<tr>
<td>12:00 – 13:00</td>
<td>Lunch On Your Own (Trainings)</td>
<td></td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch On Your Own (Workshops)</td>
<td></td>
</tr>
<tr>
<td>15:00 – 15:15</td>
<td>Networking Refreshment Break (Trainings)</td>
<td>The Arc Foyer (Level 3)</td>
</tr>
<tr>
<td>16:00 – 16:30</td>
<td>Networking Refreshment Break (Workshops)</td>
<td>Studio 211 Foyer, Studio 310 (Levels 2 &amp; 3)</td>
</tr>
<tr>
<td>17:00 – 19:00</td>
<td>Exhibit Hall</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>17:00 – 19:00</td>
<td>Networking Lounge</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>17:00 – 19:00</td>
<td>Welcome Reception</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>19:00 – 21:00</td>
<td>Networking After Hours (off-site)</td>
<td>BEAT Restaurant (Rue de l’Enseignement 1, 1000 Brussels)</td>
</tr>
</tbody>
</table>

**Wednesday, 20 November**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 – 8:30</td>
<td>Registration</td>
<td>Registration Hall (Level -1)</td>
</tr>
<tr>
<td>8:15 – 8:45</td>
<td>Networking Breakfast</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:15 – 9:15</td>
<td>Exhibit Hall</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:15 – 9:15</td>
<td>Networking Lunch</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:15 – 9:15</td>
<td>Networking Lounge</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:15 – 18:15</td>
<td>Cloak Check</td>
<td>Registration Hall (Level -1)</td>
</tr>
<tr>
<td>8:15 – 18:15</td>
<td>Speaker Workroom</td>
<td>Studio 314 (Level 3)</td>
</tr>
<tr>
<td>9:15 – 10:45</td>
<td>OPENING GENERAL SESSION</td>
<td>Gold Hall (Level 0)</td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>Networking Refreshment Break</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>11:00 – 18:15</td>
<td>SECTIONS</td>
<td>See Page 20</td>
</tr>
<tr>
<td>12:15 – 14:00</td>
<td>Networking Lunch</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>13:00 – 13:30</td>
<td>LUNCHTIME SESSION</td>
<td>See Page 20</td>
</tr>
<tr>
<td>14:45 – 15:30</td>
<td>Networking Refreshment Break</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
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<tr>
<td>16:30 – 17:00</td>
<td>Networking Refreshment Break</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>19:00 – 21:00</td>
<td>Privacy Party (off-site)</td>
<td>Belgian Comic Strip Center (Rue des Sables 20, 1000 Brussels)</td>
</tr>
<tr>
<td>20:00 – 22:00</td>
<td>LGBTQ After Hours (off-site)</td>
<td>Le Dolores (Rue du Marché au Charbon 40, 1000 Brussels)</td>
</tr>
<tr>
<td>21:00 – 22:00</td>
<td>Privacy Engineering Section After Hours (off-site)</td>
<td>Chemistry &amp; Botanic’s Cocktail Bar (Place de la Vieille Halle aux Blés 49, Brussels)</td>
</tr>
<tr>
<td>21:00 – 22:00</td>
<td>Women Leading Privacy After Hours (off-site)</td>
<td>BrewDog Brussels (Putterie 20, 1000 Brussels)</td>
</tr>
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</table>

**Thursday, 21 November**

<table>
<thead>
<tr>
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<td>8:00 – 8:30</td>
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<td>8:00 – 9:00</td>
<td>Exhibit Hall</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td>IAPP Central</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td>Networking Lounge</td>
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<td>Studio 314 (Level 3)</td>
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<td>9:00 – 17:15</td>
<td>SECTIONS</td>
<td>See Page 40</td>
</tr>
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<td>10:00 – 10:30</td>
<td>Networking Refreshment Break</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>10:30 – 11:45</td>
<td>CLOSING GENERAL SESSION</td>
<td>Gold Hall (Level 0)</td>
</tr>
<tr>
<td>11:45 – 12:15</td>
<td>Networking Refreshment Break</td>
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<td>13:15 – 14:45</td>
<td>Networking Lunch</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
<tr>
<td>13:30 – 14:30</td>
<td>Roundtable Topic Discussions</td>
<td>Studios 313-315 (Level 3)</td>
</tr>
<tr>
<td>13:50 – 14:20</td>
<td>LUNCHTIME SESSION</td>
<td>See Page 40</td>
</tr>
<tr>
<td>15:45 – 16:15</td>
<td>Networking Refreshment Break</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
</tr>
</tbody>
</table>
**Welcome to the IAPP Europe Data Protection Congress 2019**

**Wireless Internet Access**
- Network: IAPP2019
- Password: DPC19

*Login and password are case sensitive.*

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**Conference Presentations**
All available main conference presentations are online at iapp.org/congress, and also in the IAPP Events App. To access a presentation, select the session title to expand the session description. A link to the presentation should be located at the end of the description. Presentations are available only as permitted by the speakers — if it's not included, we did not receive permission to post it.

**How to Win a Free Pass**
Your opinion counts, so tell us what we are doing well and what we could do better. Complete the emailed evaluation survey after the conference to enter a drawing to win a FREE pass to any 2020 IAPP conference*.

Feedback on individual sessions can be submitted via the IAPP Events App (free download on iTunes or Google Play).

*Valid for one main conference registration for any 2020 IAPP conference. Not applicable for Active Learning, workshops or training classes. Cannot be combined with any other offers.

**Literature Handouts Are Online**
All literature handouts are provided in digital form instead of paper. You can access them conveniently before, during or after the conference at iapp.org/dpc-handouts.

**Dietary Restrictions**
If you have a special diet, please check the food labels and signage on all buffets. If you need assistance, please ask a banquet server or IAPP staff.
About Your Badge
Please wear your conference badge at all times. If you lose your badge, go to the Troubleshooting Desk. It may be replaced at the registrar’s discretion. There are two types of badges: 1) Purple lanyard: A full conference pass that allows access to the Exhibit Hall, general sessions, breakout sessions and receptions; 2) Black lanyard: A limited-access pass for delegates and exhibitors who are attending only a portion of the programme. Black lanyards exclude access to general sessions and breakout sessions. To attend a workshop, you must have a ticket; separate registration required.

Badge Scanning at Exhibitor Stands
Exhibitors may wish to scan your badge so they can contact you with more information. The IAPP uses Expo Logic to provide badge scanning services to exhibitors who request it. By allowing an exhibitor to scan your badge, you are consenting to have Expo Logic provide the exhibitor with your contact information. You may be contacted by the exhibitor post-event. If you do not wish the exhibitor to contact you, please communicate this directly with the exhibitor at the event or thereafter.

Photography/Video
Please be aware that the IAPP will be taking photographs and video in public areas of the conference (session rooms, Exhibit Hall, etc.). We may use such media in marketing materials, educational products and publications. Your image and the sound of your voice may be recorded. If you are identified during the recording, or identify yourself by name, that information may be included in our materials. Recordings may be edited, copied, exhibited, published or distributed.

Certificate of Attendance
Your Certificate of Attendance will be emailed to you with the electronic evaluation form after the conference.

Lost and Found
Lost or found something? Drop off or pick up lost and found items at the Troubleshooting Desk in the Registration Hall (Level -1).

Limited Seating
With in-demand content, sessions fill fast. Popular breakout sessions will fill, and seats are not guaranteed, so get there early. (Seats are guaranteed for training and workshops.)

Cloak Check
Registration Hall (Level -1)
Tuesday, 19 November, 8:00 – 19:00
Wednesday, 20 November, 8:15 – 18:15
Thursday, 21 November, 8:00 – 17:15

Sponsored by:

Conduct at IAPP Events
The IAPP is dedicated to making our meetings and events safe places for all. We do not tolerate harassment of any kind. We insist that all participants at IAPP events — whether delegates, staff, speakers, exhibitors or sponsors — demonstrate respect and courtesy to all. This includes refraining from inappropriate language, comments and behaviour, in person or by electronic communications (such as social media). Anyone who has experienced improper behaviour in violation of this policy is encouraged to report it immediately to IAPP event staff. IAPP staff members are trained to elevate such issues immediately. Alternate methods of reporting issues include emailing IAPP President and CEO J. Trevor Hughes at jthughes@iapp.org or contacting a member of the IAPP Board of Directors. The IAPP reserves the right to rescind registration or attendance at any IAPP event at any time for violations of this policy.

Please Note
The views and opinions expressed in programme sessions are those of the speaker(s) and do not necessarily reflect the positions of the IAPP.

Mandatory Continuing Legal Education
We do not apply for MCLE credits for our international events, but you can use the Certificate of Attendance that will be emailed to you after the event to self-report to your state of licensure.

Continuing Privacy Education
If you’re looking for continuing privacy education (CPE) credits, this conference qualifies.

Available Credits at the Congress

| Main Conference:       | 12 CPEs |
| Workshops:             | 3.5 CPEs per half-day workshop | 7 CPEs per day-long workshop |
| IAPP Data Protection Training (see details below): | 13 CPEs per class |

To Get Credit:
You don’t need to do anything. Credits will automatically be applied to each designation you hold (and if you hold multiple, credits will be applied to all). To earn CPE credits for IAPP data protection training at this event, you must already be certified prior to the event. If your credits don’t appear on your CPE Summary within 30 days after the event, please contact us at certification@iapp.org.

IAPP networking activities don’t count for CPEs.
special events, networking & extras

Stay Social at #DPC19
Get social! Use the hashtag #DPC19 to join the conversation. Follow us on Twitter @PrivacyPros and @DailyDashboard for live updates from the conference.

Networking Ribbons
Show your stuff with a networking ribbon identifying your industry or accomplishments. They go fast, so pick yours up in the Registration Hall (Level -1).

Welcome Reception
Be the first to talk with this year’s exhibitors at the opening night reception. Grab a bite and a drink and meet up with some old and new friends. Free and open to all!

Networking Lounge
Come pull up a seat in the Networking Lounge, where you can meet up with colleagues or simply take some down time.

Charging Stations
Recharge your devices at one of many kiosk towers or tables located throughout the conference.

After Hours Gatherings
Catch up with old connections and make new ones throughout the IAPP world. Our popular After Hour gatherings are organised by IAPP communities.

Roundtable Topic Discussions
You told us what you wanted to discuss. We brought in subject matter experts to lead the way. Come pick the brains of our seasoned pros. Lunch will be available in the room, so come straight to the session to participate. Seats are not guaranteed; first-come, first-served.

Women Leading Privacy Session
Open to all!
An Unbiased Conversation: An Interview on Innovation, AI and Bias. See page 21.

Join us in celebrating the data privacy profession with food and drink amid Art Nouveau splendour and contemporary comic strip artistry.

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Location:
The Belgian Comic Strip Center
Rue des Sables 20
1000 Brussels
networking schedule

TUESDAY, 19 NOVEMBER

IAPP Central ..................................................................................... 17:00 – 19:00 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
Networking Lounge ........................................................................ 17:00 – 19:00 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
Welcome Reception .......................................................................... 17:00 – 19:00 .............. Grand Hall 1-2, Exhibit Hall (Level 2) Networking After Hours (off-site) ............................................................. 19:00 – 21:00 ................. BEAT Restaurant (Rue de l’Enseignement 1, 1000 Brussels)

WEDNESDAY, 20 NOVEMBER

IAPP Central ..................................................................................... 8:15 – 17:00 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
Networking Lounge ........................................................................ 8:15 – 17:00 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
An Unbiased Conversation: An Interview on Innovation, AI, and Bias ................................................................. 13:45 – 14:45 ..................... Studios 311-312 (Level 3)
Women Leading Privacy Session .................................................. 19:00 – 21:00 ................. The Belgian Comic Strip Center (Rue des Sables 20, 1000 Brussels)
LGBTQ After Hours (off-site) .......................................................... 21:00 – 22:00 .................. Le Dolores (Rue du Marché au Charbon 40, 1000 Brussels)
Privacy Engineering Section After Hours (off-site) ...................... 21:00 – 22:00 ................. Chemistry & Botanic’s Cocktail Bar (Place de la Vieille Halle aux Blés 49, Brussels)
Women Leading Privacy After Hours (off-site) .............................. 21:00 – 22:00 .................. BrewDog Brussels (Putterie 20, 1000 Brussels)

THURSDAY, 21 NOVEMBER

IAPP Central ..................................................................................... 8:00 – 14:45 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
Networking Lounge ........................................................................ 8:00 – 14:45 .................. Grand Hall 1-2, Exhibit Hall (Level 2)
Roundtable Topic Discussions ....................................................... 13:30 – 14:30 ................. Studios 313-315 (Level 3)

Adtech and GDPR in Different Member States
Paul Voigot, CIPP/E, Attorney, Taylor Wessing
Celebrities as Data Subjects
Inge Teklenburg, CIPP/E, CIPM, FIP, Koffiemolen Informatietechniek en Organisatie-advies
Close the Deal: Risks and Solutions for M&A Transactions
Jörg Hladjk, Partner, Jones Day
Developments in GDPR Enforcement, Actions and Trends
Colin Rooney, CIPP/E, CIPM, Partner, Arthur Cox Company
DPIAs and Related Privacy Risk Assessments
Chris Elwell-Sutton, CIPP/E, CIPM, FIP, VP, Data Protection Lawyer, Columbia Threadneedle Investments
How to Implement Efficient Privacy Programmes in Startups
Henrique Fabretti Moraes, CIPM, Lawyer, Opice Blum Advogados
People Abusing GDPR
Rudolph Periny, CEO, Eyecoon and Christina Maria Schwaiger, Associate, CMS Reich-Rohrwig Hainz
Personal Data Protection in Latin America
Mariano Peruzzotti, CIPP/E, Senior Associate, Marval O’Farrell & Mairal
Polish Implementation of the GDPR
Marcin Lewoszewski, Partner, Kobylańska & Lewoszewski Kancelaria Prawna
#realdada
Birgit Hess, Cloud Security Awareness Lead, SAP Global Security

VISIT IAPP CENTRAL
Grand Hall 1-2, Exhibit Hall (Level -2)

IAPP Central is your privacy hub, where you’ll find up-to-the-minute resources and tools to help you, and your organisation, meet your challenges head-on. Just tell us what you need — we’re here to help.

Visit us at Stand #17 early to get your FREE IAPP t-shirt before they run out!

#DPC19
GRAND HALL 1-2, EXHIBIT HALL (LEVEL -2)

It’s been called entertaining, educational and many other things — but never boring. The Little Big Stage is where you’ll find short, illuminating talks throughout the conference.

### NOW SHOWING AT THE CONGRESS

#### Wednesday, 20 November

**11:00 – 11:20**

Knowing What’s Right for You: Privacy Knowledge Across Your Organisation  
*Paul Breitbarth*, Director, EU Operations and Strategy, Nymity  
**Sponsored by:** **Nymity**  

**12:50 – 13:10**

U.S. and EU Data Protection Regulations: Ignore Either at Your Own Peril  
*Eduard Goodman*, CIPP/C, CIPP/E, CIPP/US, Global Privacy Officer, CyberScout  
**Sponsored by:** **CyberScout**  

**13:20 – 13:40**

Why Risk It? The Pitfalls of Over-Notifying Under the GDPR  
*Douglas Kruger*, VP, Business Development, RadarFirst  
**Sponsored by:** **RadarFirst**

#### Thursday, 21 November

**10:05 – 10:25**

Simplifying Privacy Compliance With the TrustArc Platform  
*Michael Lin*, SVP Products, TrustArc  
**Sponsored by:** **TrustArc**

**13:40 – 14:00**

E-Privacy: Who Wants to Be a Millionaire?  
*Ashley Winton*, Partner, McDermott Will & Emery  
*Romain Perray*, Partner, McDermott Will & Emery  
**Sponsored by:** **McDermott Will & Emery**

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The challenges arising from data are countless and inescapable in our maturing technological landscape. To future-proof your organisation, and unlock opportunity from your data, you need alert and experienced lawyers who'll deliver practical advice. CMS is here to help.

CMS has over 100 data focused lawyers, supported by over 200 broader technology specialists. As the largest law firm in Europe and a top 10 global firm, the team provides counsel across all aspects of data privacy and cybersecurity in over 40 countries.

Visit [www.breachassistant.com](http://www.breachassistant.com) or scan the QR code to download the CMS Breach Assistant App that will assist and guide you in the event of a cyber breach.
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CMS is an international law firm that helps clients to thrive through technical rigour, strategic expertise and a deep focus on partnerships.

Your World First

cms.law
keynote speakers

OPENING GENERAL SESSION
WEDNESDAY, 20 NOVEMBER
9:15 – 10:45
GOLD HALL (LEVEL 0)

ALESSANDRO ACQUISTI
Professor of Information Technology and Public Policy, Heinz College, Carnegie Mellon University

Acquisti’s research applies behavioural economics to the understanding of consumer privacy valuations to investigate the role of privacy in a digital society.

This session will also be streamed for viewing in Copper Hall (Level 0).
keynote speakers

CLOSING GENERAL SESSION
THURSDAY, 21 NOVEMBER
10:30 – 11:45
GOLD HALL (LEVEL 0)

RUMMAN CHOWDHURY
Global Lead, Responsible AI, Accenture Applied Intelligence
A data scientist, Rumman Chowdhury works at the intersection of artificial intelligence and humanity, identifying and mitigating bias in AI systems.

MARGRETHE VESTAGER
European Commissioner for Competition
Commissioner Vestager has been described as the world’s most powerful regulator of tech companies, working to ensure consumers are properly served while the world’s economy becomes increasingly digital.

This session will also be streamed for viewing in Copper Hall (Level 0).
Minimise Time to Compliance

Nymity’s Privacy Compliance Solutions are enabled by an in-house team of dedicated research experts ensuring on-going privacy compliance for the GDPR, CCPA, LGPD, and the world’s Privacy requirements.

REQUEST A FREE TRIAL TODAY! info@nymity.com
TUESDAY, 19 NOVEMBER

<table>
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<tr>
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<tr>
<td>9:00 – 17:00</td>
<td>EUROPEAN DATA PROTECTION</td>
<td>The Arc (Level 3)</td>
</tr>
<tr>
<td>9:00 – 17:00</td>
<td>PRIVACY PROGRAM MANAGEMENT</td>
<td>Hall 300 (Level 3)</td>
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<tr>
<td>9:00 – 18:00</td>
<td>WORKSHOPS</td>
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DETAILS

9:00 – 13:00 (See Page 12-13)
Cookies, Targeting Advertising and Email Marketing: Where Do We Stand? Studios 311-312 (Level 3)
How to Handle Data Subject Rights in a Data-Driven Society Studios 314-316 (Level 3)
Sharpening Your Privacy Technical Mindset Studios 313-315 (Level 3)

9:00 – 17:00 (See Page 13)
Data Protection Impact Assessments: The Full Picture Studios 211-212 (Level 2)

14:00 – 18:00 (See Page 14-19)
Handling (Potential) Data Breaches — Cutting Through Chaos Studios 313-315 (Level 3)
Privacy and Data Protection Law Forum Studios 311-312 (Level 3)
Privacy Engineering Section Forum Studios 314-316 (Level 3)

TUESDAY, 19 NOVEMBER

workshops

join us tonight!

WELCOME RECEPTION
17:00 – 19:00
GRAND HALL 1-2, EXHIBIT HALL (LEVEL -2)
Usher in the conference with friends and colleagues at our opening night reception. Be the first to talk with this year’s exhibitors over food and drinks. Free and open to all!

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#DPC19 11
9:00 – 13:00

**Cookies, Targeting Advertising and Email Marketing: Where Do We Stand?**
STUDIO 311-312 (LEVEL 3)

*Laura De Boel*, Of Counsel, Wilson Sonsini Goodrich & Rosati  
*Robert den Hartog*, Managing Consultant, IT Security & Privacy Specialist, Milana Powered by Grant Thornton  
*Peter Eberl*, Deputy Head of Unit, Cybersecurity and Digital Privacy Policy, DG CONNECT, European Commission  
*Matthias Matthiesen, CIPP/E*, Senior Privacy Counsel, Quantcast

In this interactive workshop, participants will learn about market practices and practical solutions that businesses can implement to comply with the complex EU e-marketing requirements. In particular, speakers will discuss key takeaways from recent guidance, cases and industry initiatives on cookie consent. In addition, participants will learn first-hand from regulators about the current state of play of the ePrivacy Regulation and recent ePrivacy enforcement actions. The workshop will also cover the interplay with the GDPR.

**What you will take away:**
- Discuss recent guidance, cases and industry initiatives on cookie consent
- Learn first-hand from regulators about the current state of the ePrivacy Regulation
- Discuss enforcement actions and the interplay with the GDPR

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9:00 – 13:00

**How to Handle Data Subject Rights in a Data-Driven Society**
STUDIOS 314-316 (LEVEL 3)

*Shirin Huber, CIPP/E*, Attorney, Data Privacy, UPS  
*Olivier Proust, CIPP/E*, Partner, Privacy, Security and Information, Fieldfisher

One year after the GDPR’s entry, the handling of data subject requests has become an essential component of GDPR compliance programmes. The number of data subject requests has increased significantly due to better awareness by the data subjects of their rights under the GDPR and how to exercise them. Incorporating the handling of data subject rights into an organisation’s privacy compliance programme is essential for ensuring the proper management of data, mitigating risks and maintaining the trust of their data subjects. On the contrary, the absence or failure to handle data subject requests appropriately can cause serious damage for organisations in terms of sanctions and brand reputation. This workshop will offer a 360 degree overview of data subject rights under the GDPR by analysing the topic from the perspectives of data subjects, controllers and protection authorities, and the courts.

**What you will take away:**
- Understanding data subject rights from theory to practise
- A view on the practical steps you, as an organisation, can take to manage data subject rights accordingly
- Shared experiences from privacy practitioners who have dealt with data subject rights
- Real world examples of the challenges faced by global organisations and what they do to overcome them
9:00 – 13:00

Sharpening Your Privacy Technical Mindset
STUDIOS 313-315 (LEVEL 3)

Isabel Baberá, CIPP/E, CIPM, CIPT, Data Privacy and Security Specialist, BitnessWise B.V.
Jorge Alejandro Carrillo Ugalde, CIPP/A, CIPP/C, CIPP/E, CIPP/G, CIPP/US, CIPM, CIPT, FIP, Board Member, (ISC)²

In this hands-on workshop, privacy pros will apply technical solutions to address complex privacy problems. The objective is to reduce the gap between the spirit of privacy law and pragmatic sustainable solutions that can be implemented in practice. By means of practical cases based on current technological challenges like IOT, AI, facial recognition or blockchain, we are going to learn how a privacy pro needs to think when being part of any technical implementation.

What you will take away:
• What critical role data flows, encryption, digital signatures and architecture can play
• How important concepts related to technology and security can help you better understand possible privacy implications
• How to work in team collaboration to reach a privacy solution
• How to shape technological measures to meet privacy goals

9:00 – 17:00

Data Protection Impact Assessments: The Full Picture
STUDIOS 211-212 (LEVEL 2)

João Torres Barreiro, CIPP/E, CIPP/US, Global CPO, Willis Towers Watson
David Lenaerts, CIPP/E, CIPM, Privacy Manager, EMEA, Johnson & Johnson
ShanShan Pa, CIPP/E, CIPP/US, CIPM, FIP, Head of Compliance, Privacy, U.S., EMEA, Alibaba Cloud
Gayle Pearce, CIPP/E, CIPM, FIP, Global Data Privacy Compliance Manager, Jones Lang Lasalle
Maarten Stassen, CIPP/E, CIPM, Partner, Crowell & Moring
Bert Verschelde, CIPP/E, CIPT, DPO, DPG Media
Giorgia Vulcano, CIPP/E, EU Privacy Counsel, The Coca Cola Company

Data Protection Impact Assessments (DPIAs) are essential for any sustainable data protection compliance framework. DPIAs ensure that organisations are aware, from the outset, of all possible consequences of their data processing operations. While the General Data Protection Regulation (GDPR) only imposes DPIAs in the case of processing operations that result in, or can result in, a high risk for individuals, at the very least an initial assessment should be carried out to qualify the processing operation as such. Therefore, the expectation is clear that you will carry out DPIAs in your organisation. But do you know how to get started? Do you feel comfortable that your method meets regulatory expectations? How different is your method from that of your peers? In this interactive workshop we will answer these questions and many others. Through input from both speakers and attendees, you’ll learn how to build the DPIA that best fits your organisation and meets both regulatory and business expectations.
TUESDAY, 19 NOVEMBER

9:00 – 17:00 (continued)

What you will take away:
• Why DPIAs are an essential part of an effective privacy programme
• How DPIAs fit within a risk-based approach to privacy and data protection
• How your colleagues are performing DPIAs
• How external counsel advises you to perform a DPIA

14:00 – 18:00

Handling (Potential) Data Breaches — Cutting Through Chaos
STUDIOS 313-315 (LEVEL 3)

Barend Bon, CIPP/E, Senior Supervision Investigations and Data Breaches, Autoriteit Persoonsgegevens
Robert den Hartog, Managing Consultant, IT Security & Privacy Specialist, Milana Powered by Grant Thornton
Lieke Jetten, CIPP/E, CIPM, CIPT, FIP, Senior Manager, Global, Privacy & Data Protection, Stryker
Karen Siemers, CIPP/E, CIPM, FIP, Senior Legal Consultant, Privacy Management Partners

Uh oh. It is Friday afternoon and you get a call. ‘Something’ happened, and it involves data, but the details aren’t clear yet. What is next? In this workshop, the speakers will guide you through the necessary steps to help streamline your handling of incidents which may potentially be personal data breaches. The panel covers a great mix of different disciplines and perspectives, from hands-on expertise in the field to the Dutch Data Protection Authority. The session leads you from start to finish to the most important ‘do’s’ and ‘don’ts’ when you potentially have a data breach at hand. Different phases will be discussed, including: discovery, further information gathering, legal assessments, decision which may or may not include notification strategy and the administrative logging. The grey areas of (being aware of) ‘real’ personal data breaches and high risks will be explored together in an interactive setting. How do you manage the process, cut through chaos, manage various stakeholders and short timelines? Come find out at this workshop designed to provide you with a pragmatic approach to help you prepare.

What you will take away:
• Interact and explore the grey areas of ‘real’ personal data breaches and high risks
• Learn how to manage the process, cutting through chaos, various stakeholders and short timelines
• Practical steps to help streamline handling of incidents, from start to finish, through discovery, information gathering, legal assessments, notification and administrative logging
Global Regulatory Research Software

Updated daily by 40 in-house legal researchers and a network of 500 lawyers covering 300 jurisdictions.

OneTrust DataGuidance is a platform used by privacy professionals to monitor regulatory developments, mitigate risk and achieve global compliance.

With focused guidance around core topics, comparative charts, a daily customised news service and expert analysis, OneTrust DataGuidance provides a cost-effective and efficient solution to design and support your privacy programme.

Visit us at stand 7 to get FREE access
Privacy and Data Protection Law Forum
STUDIOS 311-312 (LEVEL 3)

Back for the second year at the Congress. Join data protection law professionals for a special half-day event held in conjunction with Congress workshops on 19 November. The Forum features a distinguished panel of experts in an information-packed programme designed for Europe’s data protection professionals.

While everyone in privacy and data protection has been focused on complying with the General Data Protection Regulation, there is much more to practicing privacy and data protection law than simply understanding what the GDPR says.

What is the data protection lawyer’s role inside an organisation? How will lawyers interact with regulators and when are those interactions likely to lead to seeing them in court? What is new on the horizon for global legislation and enforcement? This half-day workshop will focus on answering these questions and more. As an opportunity for data protection lawyers of all stripes to come together and focus on the profession, the workshop is a way to network, learn, and look to the future.

14:00 - 15:00
Data Processing Agreements: Coordinating, Drafting and Negotiation

Philip Fabinger, CIPP/E, CIPP/US, CIPM, FIP, Global Privacy Counsel, HERE Technologies
Merel Haalebos-Schwaanhuyser, CIPP/A, CIPP/E, CIPM, Senior Compliance and Ethics Counsel, Global Data Privacy Accenture
Patrick Van Eecke, Partner, Global Co-Chair Data Protection, Privacy and Security Practice, DLA Piper

Attorneys are frequently engaged in helping their clients manage the risk of transferring personal data between business partners through contract drafting and negotiation. Article 28 of the GDPR and the role of model clauses in cross-border data transfers also influence the importance of contracts in business relationships where personal data is exchanged. This panel will discuss the key considerations in negotiating data processing agreements and similar types of contracts, including such risk-shifting provisions as warranties, indemnities and insurance requirements.

The speakers are frequent volunteers with IAPP privacy bar boards and/or chapter authors in the recent Privacy Bar publication, ‘Data Processing Agreements: Coordination, Drafting, and Negotiation’.

15:00 - 16:00
Global Legislation Roundup

Renato Leite Monteiro, CIPP/E, CIPM, FIP, Partner, Head of Data Protection, Data Privacy Brazil
Melissa Maalouf, Attorney at Law, Stakeholder, Zwillgen
Gil Zhang, CIPP/A, CIPP/E, CIPM, FIP, Counsel, Fangda Partners

Lawyers must keep up with the latest global developments in privacy and data protection law, and new legislation is proposed or passed somewhere almost monthly — from India to Brazil to California and beyond. Key member state derogations to the GDPR and Brexit implications require knowledge of country-level laws just within Europe. This panel will provide a guide to the latest developments in privacy and data protection law globally to help attorneys spot issues for their clients facing a patchwork of privacy laws around the world.

(continued on next page)
In the era of the GDPR, organisations are in frequent contact with their supervisory authorities to get guidance, report breaches or register risky data protection impact assessments. What is the best way to build that relationship into a positive one? Will each regulator have a different method of communication, or will the European Data Protection Board help harmonise approaches? How can organisations expect lead authorities to work with fellow regulators in other member states? Get ready for a panel discussion that will explore these issues and more.
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14:00 – 18:00

Privacy Engineering Section Forum
STUDIOS 314-316 (LEVEL 3)

New to the Congress! With the rising tide of products and services collecting and processing personal data, the time for real solutions is here. The ever-closer connection between people, privacy and technology will be the focus of the next Privacy Engineering Section Forum, brought to you by the IAPP’s Privacy Engineering Section and held in conjunction with workshop sessions at IAPP Europe Data Protection Congress. This nitty-gritty half-day event will examine the nuts and bolts of integrating privacy management and product development.

Come for in-depth discussions and real-world examples of privacy management at work.

14:00 – 14:15

Keynote Address

Achim Klabunde, Adviser on Technology and Data Protection, European Data Protection Supervisor

14:15 – 15:15

ISO/IEC 27701 for Privacy Information Management: A Standardised Approach for PII Controllers and Processors

Willy Fabritius, Global Product Champion for Information Resilience, BSI
Paul Houzé, Standards Officer, Corporate Standards Group, Microsoft
Swati Manocha, Manager, EY
Alan Shipman, Managing Director, Lead Editor on ISO/IEC 27701, Group5 Training

The International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) recently published ISO/IEC 27701 as an extension to ISO/IEC 27001 and ISO/IEC 27002 to establish the privacy information management system standard. This new standard aims to provide a universal set of controls to help controllers and processors demonstrate accountability for processing of personal information. This standard builds upon the well-known ISO/IEC 27001 standard to strengthen connection between privacy and security.

This session will explain the content of the new standard, how it maps to various privacy regulatory requirements, and its operational applications to controllers and processors. The presenters will also discuss the auditing process and audit preparation for ISO/IEC 27701.

What you will take away:
- Understand the content of the new privacy information management system standard
- Learn how it maps to various privacy regulatory requirements
- Understand this new standard’s operational applications to controllers and processors
- Discuss the auditing process and preparations for ISO/IEC 27701

15:15 – 15:45

Privacy Threat Modelling Methodology: Integrating Privacy Into Software Development Lifecycle

Yuliya Miadzvetskaya, Legal Researcher, KU Leuven CiTiP – imec
Mykyta Petik, Legal Researcher, KU Leuven CiTiP – imec
Kim Wuyts, Postdoctoral Researcher, imec-DistriNet, KU Leuven

We will discuss a risk-based approach to privacy and data protection using LINDDUN as a specific example. This topic will allow to explain practical application of privacy by design principles with LINDDUN methodology while keeping a bit of a legal element.

(continued on next page)
14:00 – 14:15  
**Keynote Address**  
Thomas Zerdick, Head of Unit, IT Policy, European Data Protection Supervisor

16:00 – 16:30  
**Networking Break**

16:30 – 17:00  
**Personal Information Leakage by Abusing the Right of Access**  
Mariano Di Martino, PhD Researcher, tUL, Expertise Centre for Digital Media, Hasselt University  
Pieter Robyns, FWO PhD Fellow, tUL, Expertise Centre for Digital Media, Hasselt University

The enactment of the GDPR has provided additional privacy-related benefits to natural persons (data subjects) when their data is processed by third parties (data controllers). One such example is the right of access, which allows data subjects to request their personal information from a data controller in a cost-free and timely manner through subject access requests. Here, it is crucial that the data controller correctly and securely verifies the identity of the data subject, such that their personal information is not wrongfully transmitted to a (malicious) third party. In this session, we will explore the results of our study, which investigated the data subject identity verification policies of 55 organisations from the domains of finances, entertainment, retail and others. For 15 out of these 55 organisations, we show it is possible to impersonate a data subject and obtain their personal data, which includes financial transactions, website visits and physical location history.

**What you will take away:**  
- Learn various techniques that criminals could employ to achieve this goal  
- Understand best practices that organisations should implement in order to minimise the risk of leaking personal data via subject access requests

17:00 – 18:00  
**Privacy and Security by Design: Methodology for IOT Devices**  
Erik Boucher de Crévecoeur, IT Expert, Commission nationale de l’informatique et des libertés  
Damien Cauquil, Senior Security Researcher, Digital Security

IOT security and privacy have become major challenges for data controllers, manufacturers, developers and service providers. Using commercially available IOT devices, as well as material developed by CNIL such as the PIA guides and the open-source PIA software, we will showcase how stakeholders can integrate privacy by design in IOT devices. This step-by-step practical and technical journey will teach you to tackle critical, yet common, legal and security issues of IOT product development.

**What you will take away:**  
- Learn practical steps to integrate privacy by design in IOT devices  
- Understand critical, yet common, legal and security issues of IOT product development  
- Learn about PIA guidelines and open-source PIA software that will allow stakeholders to showcase integration of privacy by design

#DPC19

TUESDAY, 19 NOVEMBER
WEDNESDAY, 20 NOVEMBER

8:15 – 18:15 Registration .................................................................................................................. Registration Hall (Level -1)
8:15 – 9:15 Networking Breakfast .................................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
8:15 – 17:00 Exhibit Hall .............................................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
8:15 – 17:00 IAPP Central ............................................................................................................................... Grand Hall 1-2, Exhibit Hall (Level -2)
8:15 – 17:00 Networking Lounge .................................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
8:15 – 18:15 Cloak Check ............................................................................................................................... Registration Hall (Level -1)
8:15 – 18:15 Speaker Workroom .................................................................................................................. Studio 314 (Level 3)
9:15 – 10:45 OPENING GENERAL SESSION ................................................................................................. Copper Hall & Gold Hall (Level 0)
Alessandro Acquisti, Professor of Information Technology and Public Policy, Heinz College, Carnegie Mellon University
Keynote Panel
Moderator: Gabriela Zanfir-Fortuna, Senior Counsel, Future of Privacy Forum
Marie-Laure Denis, President, Commission nationale de l’informatique et des libertés
Helen Dixon, Commissioner, Data Protection Commission
Ulrich Kelber, German Federal Commissioner for Data Protection and Freedom of Information

10:45 – 11:30 Networking Refreshment Break ................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
11:00 – 18:15 SESSIONS ...................................................................................................................................... See Details
12:15 – 14:00 Networking Lunch .................................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
13:00 – 13:30 LUNCHTIME SESSION .......................................................................................................... See Details
14:45 – 15:30 Networking Refreshment Break ................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
16:30 – 17:00 Networking Refreshment Break ................................................................................................. Grand Hall 1-2, Exhibit Hall (Level -2)
19:00 – 21:00 Privacy Party (off-site) ........................................................................................................... Le Dolores (Rue du Marché au Charbon 40, 1000 Brussels)
21:00 – 22:00 LGBTQ After Hours (off-site) ................................................................................................. Belgian Comic Strip Center (Rue des Sables 20, 1000 Brussels)
21:00 – 22:00 Privacy Engineering Section After Hours (off-site) ................................................................ Copper Hall & Gold Hall (Level 0)
21:00 – 22:00 Women Leading Privacy After Hours (off-site) ..................................................................... BrewDog Brussels (Putterie 20, 1000 Brussels)

DETAILS

11:00 – 11:20 (See Page 22)
Knowing What’s Right for You: Privacy Knowledge Across Your Organisation
The Little Big Stage, Exhibit Hall (Level -2)

11:15 – 12:15 (See Page 22-23)
Are International Transfers of EU Personal Data in Danger?
Hall 100, Level 1
Data Protection and Competition: Building and Burning Bridges
Panoramic Hall (Level 5)
Data Protection by Design: Implementing GDPR for Data Analytics
Copper Hall (Level 0)

11:15 – 12:30 (See Page 23)
Demonstrating Accountability: Certification, Codes of Conduct and BCRs
Silver Hall (Level 0)

11:30 – 12:30 (See Page 24-25)
E-Evidence and the Globalisation of Criminal Evidence
Studios 311-312 (Level 3)
Now for the Stick: Enforcing Data Protection Laws
Gold Hall (Level 0)
Privacy Futures and Technical Disruption in the Eyes of Regulators and Regulated
Hall 400 (Level 4)
The California Consumer Privacy Act
The Arc (Level 3)

12:50 – 13:10 (See Page 26)
U.S. and EU Data Protection Regulations: Ignore Either at Your Own Peril
The Little Big Stage, Exhibit Hall (Level -2)
## DETAILS

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<td>ISO 27701: All About the New Privacy Standard and How You Can Get Certified</td>
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<td>Meanwhile in the U.S. — Legislative Updates From California to Washington</td>
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<td>Data Protection Law Enforcement: Focus, Process and Remedies</td>
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<td>PbD: Leveraging Privacy-Enhanced Technologies for Compliance and Accountability</td>
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<td>Using Your Register of Processing Activities to Demonstrate Compliance</td>
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<td>Winning With Privacy: Implementing Consent and DSARs to Comply and Win Customers</td>
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<td>17:15–18:15</td>
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<td>Joint Controllership: That's a Challenge!</td>
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<td>Privacy and Ethical Challenges in Artificial Intelligence</td>
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<td>Who Wants to Be a DPO? The Game Show</td>
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11:00 – 11:20

**Knowing What’s Right for You: Privacy Knowledge Across Your Organisation**

THE LITTLE BIG STAGE, GRAND HALL 1-2 (LEVEL -2)

Paul Breitbarth, Director, EU Operations and Strategy, Nymity

Sponsored by: Nymity

It’s been called entertaining, educational and many other things — but never boring. The Little Big Stage is where you’ll find short, illuminating talks throughout the conference.

11:15 – 12:15

**Are International Transfers of EU Personal Data in Danger?**

HALL 100 (LEVEL 1)

Karsten Behn, Senior Policy Advisor, Legal Advisor, German Federal Commissioner for Data Protection and Freedom of Information

Bruno Gencarelli, Head of International Data Flows and Protection, European Commission

Henriette Tielemans, Partner, Covington & Burling

Earlier this year, the European Court of Justice heard oral arguments in Case C-311/18 Data Protection Commissioner v. Facebook Ireland and Maximilian Schrems, the so-called Schrems II case. This case centres around the validity of the European Commission’s standard contractual clauses (SCCs) as a transfer mechanism for personal data. Its outcome could have widespread implications for any multinational company that transfers EU personal data. Come hear key regulators’ take on this case and related issues around the EU-U.S. Privacy Shield case now pending before the EU General Court, known as Case T-738/16, La Quadrature du Net and Others v. Commission.

What you will take away:

- Understand the implications for any multinational company transferring EU personal data
- Learn about the implications for transfer mechanisms such as standard contractual clauses
- Hear perspectives from key regulators on issues related to EU-U.S. Privacy Shield

11:15 – 12:15

**Data Protection and Competition: Building and Burning Bridges**

PANORAMIC HALL (LEVEL 5)

Moderator: Marcela Mattiuzzo, Partner, VMCA Advogados

Christian D’Cunha, Head of the Private Office, European Data Protection Supervisor

Marianne Faessel, CIPP/E, DPO, Advisor for International Affairs, Autorité de la concurrence

Gene Kimmelman, President, Public Knowledge

There has been much discussion about what the interface between data protection and competition is, and what it should be. This session will debate the many approaches this topic has received in the past years in different jurisdictions and discuss the way forward. After all, how should these policies interact? That is the underlying question the session aims to answer.

What you will take away:

- Interaction between public policies (competition and data protection)
- Deeper knowledge about the challenges of privacy and data from a different standpoint — that of competition
- Understanding of the key topics discussed and addressed by both areas
11:15 – 12:15

Data Protection by Design: Implementing GDPR for Data Analytics
COPPER HALL (LEVEL 0)

Reuben Binns, Research Fellow in AI, U.K. Information Commissioner’s Office
Sophie Stalla-Bourdillon, Senior Privacy Counsel, Immuta
Félicien Vallet, Privacy Technologist, Commission nationale de l’informatique et des libertés
Gabriela Zanfir-Fortuna, Senior Counsel, Future of Privacy Forum

Data analytics is growing in importance across industries. Huge data sets are increasingly injected into analytics projects, generating inferences of all sorts that can undermine privacy in many ways. Data protection by design (DPbD) is a key tenet of EU data protection law, if not the key tenet. If data controllers want to comply with the GDPR’s strict mandates on data, they need to understand how to comply with DPbD. This panel will explore, in an interactive session, how to leverage DPbD for data analytics and how to exploit anonymisation techniques and methods for model auditing, as well as how to scale DPbD when a whole range of analytics projects are at stake.

What you will take away:
- Identify the main components of a data protection by design strategy to conduct data analytics and list the different types of controls needed over time
- Identify the main anti-patterns to avoid, to be able to scale DPbD across data analytics projects

11:15 – 12:30

Demonstrating Accountability: Certification, Codes of Conduct and BCRs
SILVER HALL (LEVEL 0)

Sara Hoffman, Privacy Product Counsel, Stripe
Nathalie Laneret, CIPP/E, CIPM, Director of Privacy Policy, Centre for Information Policy Leadership, Hunton Andrews Kurth
Sophie Nerbonne, Director of Economic Co-Regulation, Commission nationale de l’informatique et des libertés
Florian Thoma, CIPP/E, CIPP/US, CIPM, FIP, Senior Director, Global Data Privacy, Accenture

One year and half into the GDPR, the panel will discuss how certifications, codes of conduct and BCRs can help in demonstrating GDPR implementation in practice. What are the essential elements of accountability in a privacy management programme necessary to demonstrate compliance? How do certifications, codes of conduct and BCRs relate to global privacy management programmes? How to choose the right accountability tool while considering its advantages and shortcomings? How should they be used and leveraged in practice? What is the view of regulators on this? Leveraging CIPL’s extensive work on accountability, this discussion will explore the possible solutions for organisations in getting accountability right and provide concrete feedback from experienced organisations.

What you will take away:
- An understanding of how accountability under the GDPR can be demonstrated in practice
- A comparison of pros and cons of different accountability tools
- Hands-on experience from mature organisations
E-Evidence and the Globalisation of Criminal Evidence
STUDIOS 311-312 (LEVEL 3)

**Moderator: Peter Swire**, Law and Ethics, Georgia Tech Scheller College of Business; Senior Counsel, Alston & Bird

**Cathrin Bauer-Bulst**, Deputy Head of Unit, DG Migration and Home Affairs, European Commission

**Théodore Christakis**, Professor of International Law, University Grenoble Alpes

**Richard Downing**, Acting Deputy Assistant, Attorney General, Computer Crimes and IP Section, U.S. Department of Justice

With cloud computing, law enforcement investigations around the world increasingly seek evidence held in a different country. The EU Commission has reported that most criminal investigations now include evidence held across borders. In 2018, the U.S. passed the CLOUD Act to address cross-border issues, and the EU has proposed its new e-evidence regulation and directive. These new measures seek to improve government access for legitimate requests, but also must safeguard privacy and other individual rights and prevent unauthorised government surveillance. This panel will present global leaders who are building the emerging system for cross-border access to evidence: the EU Commission, the U.S. Department of Justice, a law professor expert, and the research director for the Cross-Border Data Forum.

**What you will take away:**
- Understand how technology and market changes are transforming how police globally are facing unprecedented challenges as they seek lawful access to electronic evidence
- Learn how the U.S. (Cloud Act), Europe (e-evidence), and other nations globally are changing their laws and practices to assist law enforcement access while preserving privacy and human rights
- Gain insight into the practical challenges for companies who face often-conflicting legal obligations, as companies seek to maintain interoperability across while facing increasing calls for data localisation by nations seeking to assure local police access to evidence

Overflow session streaming is available in Hall 300 (Level 3).

Now for the Stick: Enforcing Data Protection Laws
GOLD HALL (LEVEL 0)

**Moderator: Robert van Eijk**, Managing Director, Europe, Future of Privacy Forum

**Helen Dixon**, Commissioner, Data Protection Commission

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

**Mathias Moulin**, Director, Rights Protection and Sanctions Directorate, Commission nationale de l’informatique et des libertés

**Wojciech Wiewiórowski**, Assistant Supervisor, European Data Protection Supervisor

A year into its implementation, the GDPR has already brought hints of enforcement actions to come. With numerous ongoing investigations, regulators are poised to issue enforcement notices, fines and orders to halt processing operations. Meanwhile in the U.S., in just a handful of cases, the FTC has levied fines greater than all those previously imposed put together. What will regulators prioritise in enforcing data protection laws? How should they allocate scarce resources? Is enforcement proactive or reactive to complaints? Are data subject access rights underused or misused? Hear from leading regulators and policymakers about the past, present and future of law enforcement.
What you will take away:
- Hear leading regulators discuss their priorities
- Contemplate the future areas of focus for enforcement.
- Engage speakers on the best ways to minimise enforcement risk

11:30 – 12:30
Privacy Futures and Technical Disruption in the Eyes of Regulators and Regulated
HALL 400 (LEVEL 4)

Sponsored by: Deloitte

Alexandra Jaspar, Director, Knowledge Centre, Belgian Data Protection Authority
Erik Luysterborg, CIPP/US, Partner, Deloitte
Simon McDougall, Executive Director, Technology Policy and Innovation, U.K. Information Commissioner’s Office
Annika Sponselee, Partner, Deloitte

As markets evolve and new technologies emerge, how will organisations and regulators need to adapt to remain relevant and fit for purpose regarding privacy in the future? The shift that technology is driving is revolutionary and enabling an unprecedented collection of personal data through wearables, intelligent home appliances, facial recognition and connected devices. As a result, this is creating a new interconnected world where high volumes of information flow between companies, people and machines to create a new information ecosystem that is far broader and more complex than we have ever seen before. Join us for an exciting panel discussion joined by Alexandra Jaspar, director at the Belgian Data Protection Authority and president of Centre of Competence, and Simon McDougall, ICO executive director, where our speakers will share their thoughts on how privacy will be impacted by this fast-evolving technology landscape.

What you will take away:
- How will technological advancement foreseeably change the modus operandi of privacy operations?
- What are the boundaries of data analytics and how ethical standards are upheld when managing personal data?
- How do we create a happy marriage between the commercial needs of businesses and the consumers’ privacy rights?
- How can regulators oversee the increasing number of organisations in the fast-growing smart gadgets market that collects vast volumes of personal data?
- Are consumers aware of the trade-off of information every time they accept the privacy terms and conditions? Do they care?

11:30 – 12:30
The California Consumer Privacy Act
THE ARC (LEVEL 3)

Lothar Determann, Partner, Baker McKenzie
Michelle Madriaga, CIPP/E, Associate General Counsel, Privacy, Security, Transactions, Zuora

The effective date for the California Consumer Privacy Act (CCPA) is only weeks away. Where do you focus your efforts in the lead-up to the CCPA? Can your company leverage its existing data protection programme and compliance with GDPR? This session will provide an overview of the CCPA scope, requirements, potential grey areas and its key differences with the GDPR. In addition, the session will address some key operational impacts. Topics covered will include the expanded definition of personal data; notice requirements; consumer rights including access, deletion and the ability to opt-out of the ‘selling’ of one’s personal data; implications for third party management; enforcement and penalties.

What you will take away:
- Understand the CCPA scope and requirements
- Learn about the changes needed to your existing data protection compliance programme

Overflow session streaming is available in Hall 300 (Level 3).
**12:50 – 13:10**

**U.S. and EU Data Protection Regulations: Ignore Either at Your Own Peril**

THE LITTLE BIG STAGE, EXHIBIT HALL (LEVEL -2)

**Sponsored by:** CYBERSCOUT

Eduard Goodman, CIPP/C, CIPP/E, CIPP/US, Global Privacy Officer, CyberScout

The Little Big Stage has been called entertaining, informative and many other things — but never boring. Find your way to the Exhibit Hall for these mini talks throughout the conference.

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**13:00 – 13:30 LUNCHTIME SESSION**

*Eat lunch while listening to engaging speakers. Boxed lunches will be available in the room, so come straight to the session to participate. Seats are not guaranteed; first-come, first-served.*

**EU Privacy Law, But Not as You Know It**

HALL 100 (LEVEL 1)

Eduardo Ustaran, CIPP/E, Partner, Hogan Lovells

The GDPR has now come into effect, but European data protection law continues to evolve at a breathtaking pace. Are you aware of the latest regulatory thinking? Can you foresee the future of the Privacy Shield and standard contractual clauses? Is cookie consent about to be enforced? This session will take you through the most significant and controversial issues of the moment and give you the right practical insight to manage the challenges ahead.

**What you will take away:**

- Understand the key pieces of regulation to watch
- Gain practical understanding of how to navigate regulatory uncertainty
- Learn what’s new in data-transfer mechanisms, cookies, enforcement and more

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**13:20 – 13:40**

**Why Risk It? The Pitfalls of Over-Notifying Under the GDPR**

THE LITTLE BIG STAGE, EXHIBIT HALL (LEVEL -2)

**Sponsored by:** RadarFirst

Douglas Kruger, VP, Business Development, RadarFirst

The Little Big Stage has been called entertaining, informative and many other things — but never boring. Find your way to the Exhibit Hall for these mini talks throughout the conference.

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**13:45 – 14:45**

**An Unbiased Conversation: An Interview on Innovation, AI and Bias**

STUDIOS 311-312 (LEVEL 3)

**Sponsored by:** BigID

Ulrika Dellrud, CIPP/E, CIPM, CPO, PayU

Lokke Moerel, Senior Of Counsel, Morrison & Foerster; Professor, Global ICT Law, Tilburg University

*Part of Women Leading Privacy programming.* Ask a child to make a drawing of a professor and the kid will likely picture a man with wild curly hair and round glasses. It is the stereotype of a genius. Our brain forms automatic stereotyped and intuitive thoughts. This can be controlled by more conscious perception, but that part of the brain happens to be lazy and slow. On all levels — societal, organisational and individual — development and innovation are influenced by bias. In this panel, speakers will discuss how innovation processes are subject to bias in the domain of artificial intelligence. What are the consequences and how do we counter the effects of subconscious prejudiced judgment? How do we safeguard equality when exploring new territory?
Overflow session streaming is available in Hall 300 (Level 3).

13:45 – 14:45

Brexit Brainstorm
HALL 400 (LEVEL 4)

Moderator: Yann Padova, Country Leader, France, IAPP; Partner, Baker McKenzie
Ruth Boardman, Partner, Co-head, International Data Protection Practice, Bird & Bird
Bruno Gencarelli, Head of International Data Flows and Protection, European Commission

By November 2019, the UK will no longer be a member of the EU. What does this mean for you if you transfer data from the UK to the EU? What does it mean for you if the ICO was your lead authority for BCRs or for One Stop Shop? What if your DPO is in the UK, or your EU representative? And what happens to data protection laws in the UK post-Brexit? Leading experts including the European Commission will give answers to all the above questions and more. We will also work through case studies to give practical guidance.

What you will take away:
• Understand what changes you need to implement for Brexit
• Learn how UK law will be impacted by Brexit

GOLD HALL (LEVEL 0)

Vivienne Artz, CPO, Refinitiv
Bojana Bellamy, CIPP/E, President, Centre for Information Policy Leadership, Hunton Andrews Kurth
Simon McDougall, Executive Director, Technology Policy and Innovation, U.K. Information Commissioner’s Office

Fast developments, new opportunities and important benefits offered by technologies continue to create tension with traditional data protection principles. What should be the appropriate response of the regulators? Based on the Centre for Information Policy Leadership paper ‘Regulatory Sandboxes: Constructive Engagement in Practice’, this session will explore how modern regulators should move from carrot and stick approaches to more innovative solutions. What should be the role in this context of sandbox methodologies? What is the difference between the sandbox, the carrot and the stick? This session will shed light on the ICO’s current experience in creating a safe space where organisations can develop innovative products and services that use personal data. It will identify the main benefits of the approach for organisations, for DPAs, for individuals and more broadly for economic and social well-being.

What you will take away:
• Learn how a Regulatory Sandbox can contribute to high standards of data protection and privacy and promote innovation
• Identify the potential challenges and resistance factors and the safeguards in place to overcome them
• Learn about the current sandbox initiative of the U.K. Information Commissioner’s Office
13:45 – 14:45

**Clinical Trials: A Story of Trial and Error**

THE ARC (LEVEL 3)

Guillaume Couneson, Counsel, Linklaters
Ann-Sophie De Graeve, Senior Legal Counsel, Digital Health and Data Protection, UCB
Alexandre Entraygues, Head Data Privacy, Europe, Novartis International

This session will focus on the set-up of clinical trials under the GDPR and how this impacts the daily practice of life science companies. Topics that will be discussed are: (i) the qualification of the stakeholders involved in clinical trials (controller/processor/joint controllers), (ii) the various legal bases for processing (also considering the recent opinion of the EDBP on the interplay between the Clinical Trials Regulation and the GDPR), the scientific research exemption, the balance of legitimate interests and how far a legal obligation can be stretched, and (iii) secondary scientific research versus initial data collection for the clinical trials.

What you will take away:
- Challenges of qualifying the parties in clinical trial set up
- Identifying the relevant legal bases when processing data in clinical trials
- Constraints for the secondary use of personal data collected during clinical trials

*Overflow session streaming is available in Hall 300 (Level 3).*

13:45 – 15:00

**Your Processor and You: Successfully Negotiating DPAs, or It Takes Two to Tango**

SILVER HALL (LEVEL 0)

Nicole Monleon de Wallmann, Senior Legal Counsel, Manager, European Data Protection, Panasonic
Tanguy Van Overstraeten, Partner, Global Head of Data Protection, Head of TMT, IP, Linklaters
Isabelle Vereecken, Head of the EDPB Secretariat, European Data Protection Board

Business stakeholders reluctant to reopen contract negotiations with their suppliers, refusals by service providers to grant the required audit rights, endless discussions about who bears the cost of handling data subject requests? How about difficult conversations on whether your counterparty is acting as a processor? If this all sounds familiar, this session is for you. In this panel, including representatives from both the regulatory side and the industry, we will review the issues encountered by businesses incorporating the data processing agreement required by Article 28 GDPR into their contracts. We will also look at the solutions often proposed to resolve them while remaining within the legal and regulatory boundaries. They audience will engage with an interactive participation app to pose live questions and vote on the main difficulties they want the panel to address.

What you will take away:
- Explore the mechanics of a processing agreement and its negotiations
- Gain an adequate benchmark by hearing about others' experiences
- Understand the enforcement risks straight from the regulator
14:00 – 15:00

Adtech and Data Protection: Navigating Compliance
COPPER HALL (LEVEL 0)

Alex Abrahams, CIPP/E, Data Protection and Privacy Counsel, DMGT
James Evans, Associate General Counsel, Global Privacy, Verizon Media
Townsend Feehan, CEO, IAB Europe
James Fenelon, Associate, Bird & Bird

Digital advertising is more prevalent than ever with most companies now engaging in some form of adtech. However, the interaction between data protection laws and digital advertising is moving at fast pace and is not always intuitive. Claims by privacy activists and regulatory enforcement have shown that the GDPR poses a continuing challenge for the adtech industry given adtech’s significant reliance on data sharing, much of which has historically been invisible to data subjects. This session brings together experts from legal, industry and policy and will recap how the GDPR and ePrivacy apply to adtech. We will then focus on the more topical challenges in adtech that privacy practitioners should be aware of, including latest updates around obtaining valid consent and dealing with contractual risks.

What you will take away:
• How the industry is meeting the challenges of transparency and consent under the GDPR, including latest updates on the IAB Transparency and Consent Framework, and looking ahead to the ePrivacy Regulation and its impact on online advertising
• Where can consent end and legitimate interest begin, looking at the viability of the consent plus legitimate interest model in adtech whereby consent is required for the placing of cookies, with the subsequent use of the cookie data based on legitimate interest
• Insights from practice by reference to case studies: Top compliance tips for those using online advertising technologies, including outlining how they have endeavoured to deal with the challenges of notice, consent and contractual risk in this context

14:00 – 15:00

ISO 27701: All About the New Privacy Standard and How You Can Get Certified
HALL 100 (LEVEL 1)

Andrew Clearwater, CIPP/US, CPO, OneTrust
David Forman, Senior Director, ISO Services, Coalfire
Alex Li, Director, Certification Policy, Microsoft

The ISO 27701 certification for a privacy information management system — the privacy extension of ISO 27001 — establishes controls for the processing of personal data and may become the foundation for future GDPR certifications. This new privacy standard leaves many wondering: What does it take to get ISO 27701 certified? And why does it matter? In this panel, you’ll hear from three ISO 27701 experts who will break down the new certification and provide a step-by-step guide to achieving ISO 27701 compliance at your own company.

What you will take away:
• Hear from ISO 27001 experts, including the first certified CPO, a member of the ISO 27701 working board and a principal from an ISO certification body auditing firm
• Understand the ISO 27701 privacy standard and its application in regulatory compliance
• Learn the steps to becoming ISO 27701 certified and how to leverage an existing ISO 27001 certification throughout the audit process

#DPC19
Meanwhile in the U.S. — Legislative Updates From California to Washington

PANORAMIC HALL (LEVEL 5)

Stacey Gray, CIPP/US, Senior Counsel, Future of Privacy Forum
Cameron Kerry, Former General Counsel, U.S. Department of Commerce; Senior Counsel, Sidley
Ethan Levisohn, Attorney Advisor, Federal Trade Commission
Omer Tene, VP & Chief Knowledge Officer, IAPP

While the GDPR is raging in Europe, the U.S. is not sitting on its hands. In less than 60 days, the CCPA, the most comprehensive data protection law ever, goes into effect. Meanwhile, legislative activity reaches a fever pitch in Washington, D.C., as lawmakers race to preempt, strengthen or build on California’s new law. At the same time, the FTC is slapping leading tech companies with fines in amounts starting with a ‘B.’ Catch up on the latest legislative and regulatory developments from Washington to Sacramento with leading policy insiders.

What you will take away:
- The impact of the recent legislative onslaught at the state and federal level
- An assessment of the interplay between state and federal legislation
- Insights on policy areas that key decision makers will focus on in the coming year

A Day in the Life of an AI Project: Privacy Fields Forever?

PANORAMIC HALL (LEVEL 5)

Tobias Bräutigam, CIPP/E, CIPM, FIP, Senior Counsel, Bird & Bird
Erlin Gulbenkoglu, Data Privacy Expert, Silo.AI
Monika Tomczak-Gorlikowska, Group Data Privacy, Senior Legal Counsel, Shell International

Artificial intelligence is maturing and can now be found in countless everyday applications, ranging from fraud detection applications, industrial improvements, identity management, profiling, ad matching, recruiting and stock planning. If AI is now part of reality, how can the privacy professionals improve the support model that is required to make these projects flourish and live up to the raising regulatory and ethical expectations? How to effectively build collaboration between various stakeholders involved, both internally and externally, to reach a point of an accountable approach going beyond a data protection impact assessment? As companies start AI projects several actors are called in, not least the privacy professional, as AI only thrives with masses of data available. The purpose of this session is to look at the lifecycle of AI projects (practical examples) and discuss best practices and relevant factors that should be taken into consideration whilst implementing such projects — by reference to the existing status of regulation on AI and privacy. The session will bring together an experienced in-house counsel from a major global company, a mathematician that advises small and medium enterprises and an external advisor.

What you will take away:
- The status of regulation on AI and privacy
- DP support model for AI projects
- Practical examples of AI projects and how, when and where privacy could be embedded
- Standard challenges to look for in an AI project
Data Ethics and Advertising
SILVER HALL (LEVEL 0)

Catherine Armitage, Director of Policy, World Federation of Advertisers
Jamie Barnard, General Counsel, Global Marketing, Media and eCommerce, Unilever
Robert French, CIPM, General Manager, Data Privacy, Downstream and New Energies, Retail Data and Analytics, Shell International
Teodora Pimpireva, CIPP/E, Senior Privacy Counsel, Mastercard

With ePrivacy following hot on the heels of the GDPR, there’s no shortage of regulation when it comes to online advertising. But is legal compliance enough to solve some of the growing ethical concerns around how data is used for advertising? In this panel, leading experts from some of the world’s biggest advertisers will talk about what responsible use of data looks like in an advertising context, inspired by some real-life examples. We will explore the role of advertisers in defining and upholding ethical data standards in this space, looking at some of the implications for the future of data-driven advertising in Europe and beyond.

What you will take away:
• Analysis of differences between the GDPR, ePrivacy and ethical frameworks
• Understanding of data ethics and how it applies to specific business cases
• Deep-dive into how data is used for online advertising from a legal and ethical perspective

Data Protection Law Enforcement: Focus, Process and Remedies
COPPER HALL (LEVEL 0)

Lothar Determann, Partner, Baker McKenzie
Helen Dixon, Commissioner, Data Protection Commission
Thomas Kranig, President, Bavarian Data Protection Supervisory Authority

Organisations are preparing for increased enforcement actions under the GDPR, including fines and litigation. This session provides an overview of the law and practice of data protection enforcement under the GDPR as well as national laws in Germany and Ireland. Helen Dixon, the Irish data protection commissioner, Thomas Kranig, the president of the Bavarian Data Protection Authority, and Lothar Determann, partner at Baker McKenzie, will cover fundamentals and provide practical insights from the perspective of both sides — authorities and organisations — and address key questions.

What you will take away:
• Discuss process, such as guidance, complaints, warnings, investigations, fines and litigation
• Determine focus and subsidiarity: cases that authorities can, should, must or must not take on
• Understand the nature of proceedings: administrative, preventative, criminal
• Learn about toolkits and options for data protection authorities and organisations
PbD: Leveraging Privacy-Enhanced Technologies for Compliance and Accountability

HALL 100 (LEVEL 1)

Sponsored by: Google

Moderator: Ludmila Georgieva, Government Affairs and Public Policy, Google
William Malcolm, Legal Director, Privacy, Google
Joris van Hoboken, Professor of Law, Vrije Universiteit Brussels

The GDPR requires appropriate technical and organisational measures to ensure privacy by design, but does not specify further. This session will explore how recent technological developments take the state of the art forward and open new possibilities for privacy by design, from ‘federated’ machine learning models to new avenues for data minimization. We will discuss how privacy by design benefits from cooperation across several parts of a company, and particularly the exchange between technological functions and legal, policy and compliance functions.

What you will take away:
- Discover some of the most promising new privacy-enhancing technologies, from Federated Learning to advanced cryptography (e.g. Google’s Private Join and Compute), and how you can leverage them
- Learn how to think outside the box and look to the future to enhance compliance with privacy by design requirements
- Discover strategies to foster dialogue and integrated privacy design work across corporate functions

Biometrics in the Workplace

STUDIOS 311-312 (LEVEL 3)

Stefan Plier, CIPP/E, CIPT, FIP, Head of Corporate Data Privacy Business Liaison, Siemens
Marcus Sinha, Regional Senior Manager, EU Data Protection and Privacy, Amgen
Florian Thoma, CIPP/E, CIPP/US, CIPM, FIP, Senior Director, Global Data Privacy, Accenture

In the workplace, employees are increasingly using biometrics to log in to phones and computers, and to access data stored on those devices and in the cloud. Some employers use biometrics for physical security as well. Employers need to process such biometric data for security, prevention of misuse or fraud, while ensuring that they are compliant with the General Data Protection Regulation (GDPR). This session will explore the use of consent and legitimate interest as lawful bases for processing of biometric data at workplaces and presents some considerations for ensuring privacy by design.

What you will take away:
- Understand the legal framework for biometrics at the workplace
- Know how to liaise and discuss with works councils
- Enhance employee privacy with robust privacy by design implementation

Overflow session streaming is available in Hall 300 (Level 3).
Dealing With GDPR Territorial Scope in a Global Connected World
GOLD HALL (LEVEL 0)
Vivienne Artz, CPO, Refinitiv
Nathalie Laneret, CIPP/E, CIPM, Director of Privacy, Policy, Centre for Information Policy Leadership, Hunton Andrews Kurth
Florence Raynal, Head of the Department of European and International Affairs, Commission nationale de l’informatique et des libertés

This panel will present the GDPR territorial scope guidelines and their practical consequences for organisations globally. How does an organisation apply these guidelines in a global, connected world? Are there some unintended consequences? How are controllers and processors potentially impacted? What is the interplay between the GDPR’s territorial scope and its chapter 5? What are the challenges companies face in determining the extent to which the GDPR applies and deals with conflict of laws? How to build a resilient privacy programme that can respond to these challenges? This discussion will be framed by CIPL’s response to the EDPB territorial scope guidelines and will explore possible solutions.

What you will take away:
• An understanding of GDPR territorial scope
• An understanding of the practical consequences of the guidelines on organisations
• Possible solutions to operate in a global connected world

DSAR: Friend or Foe?
HALL 400 (LEVEL 4)
Abigail Dubiniecki, CIPM, Data Privacy Specialist, My Inhouse Lawyer; Founder, Strategic Compliance Consulting
Gilbert Hill, CIPM, CEO, TapMyData

DSARs are important. They are a litmus test of how well we have governed our data and met our obligations; a ‘gateway drug’ to more complaints if we have not. Get them right: You can inspire trust, renew employee and customer engagement, and deepen your relationships. Get them wrong: Well…recall that the Cambridge Analytica scandal started with an incomplete and hostile DSAR response. The GDPR, PIPEDA, the LGPD and now the CCPA are meant to rebuild trust between citizens and the organisations which hold their data by empowering individuals. And DSARs can be a powerful tool to assess the culture and operational effectiveness of a company around data governance — from the outside. If we take a highly adversarial approach that assumes distrust between the two parties, we create a climate in which rights quickly become weapons in the hands of activists, disgruntled employees and even competitors. And defensive companies have self-fulfilled prophecies. What if we take a different approach? Can we be more open and granular in what should be a conversation about data, scratch below the surface of the request to address the underlying drivers (good and bad), and demonstrate accountability beyond mere response times and complaint ratios?
We are stepping away from the technical questions and focusing on opportunities beyond compliance to improve relationships and accelerate your organisation’s digital transformation. We will share some of the new approaches, data and case studies to explore how they relate to your business priorities and strategies and the privacy professional’s role within them.
What you will take away:
• Talking points for your board: making the case, showcasing your value
• DSARs cheat sheet
• List of resources

15:30 – 16:45

Local Law Says No: Practical Lessons for Implementing a Global Privacy Programme
THE ARC (LEVEL 3)

Sponsored by: FTI Consulting

Nina Bryant, Senior Director, Information Governance, Privacy and Security Practice, FTI Consulting
Vivien Rose Lantree, CIPP/E, Senior Privacy Lawyer, BT
Vishal Parmar, International DPO, Privacy Counsel, DaVita International

How do organisations implement and update a global privacy programme across multiple jurisdictions, especially when the ever-increasing patchwork of global privacy regulations only grows and the challenges intensify? For most global organisations, this can be a daunting process, especially when having to drive change and deal with language, legal, cultural and technology differences across multiple countries and teams. In this session, we will discuss not only the potential challenges companies are faced with when tackling international privacy obligations, but also the potential opportunities and practical lessons to help mitigate the pain and risks involved in rolling out a successful and compliant programme for all countries involved. Our expert speakers will draw upon their experiences in implementing global privacy programmes and will provide guidance on issues such as how to effectively utilise leading technology across jurisdictions; considerations surrounding specially protected data and cross-border transfers; and how to manage local expectations and stakeholder relationships when change is driven from above.

What you will take away:
• Insights into the global challenges and opportunities faced when implementing privacy programmes, including new markets with emerging privacy laws
• Practical lessons for balancing privacy legislation with local country regulations
• Effective mechanisms for coordinating a network of internal and external stakeholders
• Lessons for maximising the implementation of technology across jurisdictions and addressing technical challenges
• Hands-on experience of overcoming challenges and moving an organisation into privacy maturity

Overflow session streaming is available in Hall 300 (Level 3).

17:00 – 18:00

Cookie Guidance: Food for Thought
COPPER HALL (LEVEL 0)

Simon McDougall, Executive Director, Technology Policy and Innovation, U.K. Information Commissioner’s Office
Gabriel Voisin, Partner, Bird & Bird

Over the summer, the U.K. data protection authority revised their cookie and similar technology guidelines to ensure they stay in line with GDPR requirements, anticipate European Court of Justice decisions such as the Planet49 case and catch up with certain practices carried out by online analytics and adtech organisations. Thanks to the presence of the ICO, this session will flash out the main changes brought by the new rules. It will also help organisations with digital and connected properties (e.g. websites, mobile applications, IOT) to understand where compliance is expected and how the new requirements will be enforced. We will wrap up with an update on the ongoing discussions in Brussels regarding the future of the ePrivacy Regulation and its impact on cookies.
What you will take away:

- What changes need to be made to consent banners and notices
- Why certain forms of analytic cookies still benefit from consent exemptions
- Whether enforcement is expected anytime soon
- You will find out if everything will have to be redone (again) if the ePrivacy Regulation comes through

17:00 – 18:00

Using Your Register of Processing Activities to Demonstrate Compliance

PANORAMIC HALL (LEVEL 5)

Sponsored by: Nymity

Paul Breitbarth, Director, EU Operations and Strategy, Nymity

Since the introduction of the GDPR, organisations are required to maintain a register of all their processing activities — one of many compliance requirements under the regulation. Many organisations are discovering that by adding additional elements to the register, it can serve as their core accountability document. This approach is actually suggested as good practice by the French data protection authority, the CNIL, which states on their website: ‘By supplementing the record with complementary details, you can make the record a real control tool of compliance to the GDPR. Indeed, the duty of documentation provided by the GDPR are not restricted to the requirement for a record, provided by the article 30 of the GDPR. Gathering, in one document, all details related to the processing you operate and required by the GDPR will guaranty your compliance to the data protection rules or to identify the actions you need to lead to reach this goal.’ During this panel, we will discuss how the register of processing activities can become a driver for accountability in your organisation, both within the European Union and outside. Also, you will hear more about how the register can support your process for privacy and data protection impact assessments.
What you will take away:
• Understand the accountability requirements under the GDPR, the CCPA, the LGPD and more
• Learn how to use your register of processing activities to support an accountability approach to compliance
• Discover how your register of processing activities can support your (D)PIA process
• Real-world examples of the challenges faced by global organisations and what they do to overcome them

17:00 – 18:00

Winning With Privacy: Implementing Consent and DSARs to Comply And Win Customers
HALL 100 (LEVEL 1)

Sponsored by:

Chris Babel, CEO, TrustArc
Rita Heimes, CIPP/E, CIPP/US, CIPM, General Counsel, Research Director, DPO, IAPP

While regulations like the GDPR have many requirements, some of the most important ones to address are cookie consent and DSAR response. These compliance requirements are also subject to a wide range of opinions and evolving regulatory interpretation on what is considered compliant. Despite the complexity, they are often the first impression a customer has when visiting your websites and can have a major impact on how your company is perceived.

What you will take away:
• Learn updates on the latest GDPR consent and DSAR requirements
• Explore best practices for implementing consent and DSARs that are compliant AND customer friendly
• View examples of consent and DSAR implementations

17:00 – 18:15

Code of Conduct: Putting the Data Subject First
HALL 400 (LEVEL 4)

Nina Barakzai, CIPP/E, CIPM, FIP, CPO, General Counsel, Data Protection, Unilever
Sophie Nerbonne, Director of Economic Co-Regulation, Commission nationale de l’informatique et des libertés
Geraldine Proust, CIPP/E, Director for Legal Affairs, Federation of European Direct and Interactive Marketing
Asli Yildiz, Head of Legal, Data and Marketing Association (UK)

The GDPR provides for codes of conduct as an implementation tool. Codes of conduct are a framework to find the right balance between industry and data subject interests. Each step of the way is a careful dosage of perfectionism and product simplicity to do what’s right for individuals. This session examines the challenges and benefits around codes of conduct. Having your eye on the prize (approval) is key and so is enjoying the walk up to the prize (contributing to the application of the GDPR to your sector and engaging with your competent supervisory authority). A competent supervisory authority will share their thoughts on CompSA and EDPB work and how codes can concretely help individuals, industry and authorities. A national association will highlight the added value of codes at national, EU and international levels. Finally, an industry voice will share their perspectives on code benefits.

What you will take away:
• How to know if you should develop a code of conduct
• How to develop a code of conduct to create a win-win situation
• How codes can support international data transfer
**Joint Controllership: That’s a Challenge!**
GOLD HALL (LEVEL 0)

**Nana Botchorichvili**, Legal Officer, European and International Affairs, Commission nationale de l’informatique et des libertés

**Cecilia Álvarez Rigaudias**, Director, Privacy Policy, EMEA, Facebook

**Izabela Kowalczuk-Pakula**, Partner, Bird & Bird

Recently, new case law in the Court of Justice of the European Union and in some member states was developed (Wirtschaftsakademie, Fidzup and Teemo, Jehovan todistajat, Facebook Custom Audiences, Vectaury, Fashion ID), which broadens the understanding of the notion of ‘joint controllership’. At the same time, the GDPR sets a specific framework for organisations acting as joint controllers. This is not a revolution but an evolution of the interpretation of the terms of ‘data controller’ and ‘processor’ and ‘joint controller’ presented in the Opinion of the Article 29 Working Group 1/2010. Nevertheless, privacy professionals are holding their breath to see what happens next and how this is going to work out in practice. There are several questions: Does such a broad interpretation go beyond the letter of the law and the intentions lying behind the words used in the regulation, ‘jointly determining the purposes and means of processing’? What does it mean in practice for organisations involved in the processing? What is ‘joint controllership’ and can it simplify cooperation? What are the additional business risks? Does the broad understanding affect only the online industry or other industries too?

**What you will take away:**
- Understanding of new concept of joint controllership
- Application of new concept of joint controllership to offline and online world

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**Privacy and Ethical Challenges in Artificial Intelligence**
STUDIOS 311-312 (LEVEL 3)

**Ivana Bartoletti**, Founder, Women Leading in AI; Head of Privacy, Data Protection and Ethics, Gemserv

**Limor Shmerling Magazanik**, CIPP/E, CIPP/US, CIPM, Managing Director, Israel Tech Policy Institute

The deployment of algorithms brings privacy and ethical challenges. The latter relate to bias and unfair decisions through use of historic data, proxy and inaccuracies as well as lack of understanding between the relationship between causation and correlation, amongst other things. These issues also lead to privacy challenges around fairness, transparency and good use of personal data. This session will explore privacy challenges around AI deployment, causes of bias and unfair decision-making, and will propose adequate governance to support AI deployment including boards, algorithmic assessments and auditing. The session will explore how algorithmic explain-ability is not necessarily the way forward whilst suggesting GDPR and ethical considerations as useful to instruct an appropriate governance model.

**What you will take away:**
- Privacy and ethical challenges of AI
- Governance to support deployment of algorithms
- Algorithmic auditing

*Overflow session streaming is available in Hall 300 (Level 3).*
Who Wants to Be a DPO?
The Game Show
THE ARC (LEVEL 3)

Claire Knight, CIPP/E, CPO, Western Europe, L’Oréal
James Leaton Gray, CIPP/E, Director, Privacy Practice
Stephen McCartney, Head of Privacy and Information, Pearson Management Services
Rachael Ward, CIPP/E, CPO, BBC Studios

All privacy professionals know there are some shared issues and problems, but who has the best solutions? Our panel, and you the audience, will be faced with scenarios that all DPOs might encounter. Extra points are added for originality, wit or quoting obscure bits of law. How will the solutions they come up with compare to the answers provided by the ‘Wise Old Birds’ — a shadowy group of hardened privacy pros, whose identities will be revealed during the show. They’ve scaled the heights of in-house practice, but how will they cope with the quizmaster? Who will win the coveted prize, and what is it? Can anyone in the audience get more points? Who are the Wise Old Birds? Can we sell the format to TV? All these questions and more will be answered during this session.

What you will take away:
• Many of the problems that DPOs encounter are the same across industries, and sharing solutions can be of use
• Privacy can be fun; you can sometimes learn about new ideas even when enjoying yourself

Overflow session streaming is available in Hall 300 (Level 3).
ISO 27701: All About the New Privacy Standard
& How You Can Get Certified

Andrew Clearwater, Chief Privacy Officer, OneTrust
Alex Li, Director, Certification Policy, Microsoft
David Forman, Senior Director, Coalfire ISO

Wednesday 20 November • 14:00 - 15:00
### THURSDAY, 21 NOVEMBER

#### main conference

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<td>Registration</td>
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<td>8:00 – 9:00</td>
<td>Networking Breakfast</td>
<td>Grand Hall 1-2, Exhibit Hall (Level -2)</td>
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<td>10:30 – 11:45</td>
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<td>11:45 – 12:45</td>
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<td>13:30 – 14:30</td>
<td>Roundtable Topic Discussions</td>
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<td>(See Page 42-43) Compare CCPA’s VCR and GDPR’s DSAR to Stand Up a Program and Porta</td>
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<td>9:00 – 10:15</td>
<td>Privacy Compliance by Design: How Internal Policies Can Support Product Development</td>
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<td>The Americanisation of Data Protection</td>
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<td>The Real-World Impact of the ECJ’s Judgment in the Fashion ID Case</td>
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<td>Why BCRs Are More Than Just a Transfer Mechananism</td>
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<td>12:15 – 13:15</td>
<td>Simplifying Privacy Compliance With the TrustArc Program</td>
<td>The Little Big Stage, Exhibit Hall (Level -2)</td>
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<td>GDPR 2.0 #Accountability: How Are You Evidencing Yours?</td>
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<td>Joint Controllership: In the Trenches</td>
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<td>Tracking Walls: Can Websites Deny Access to Individuals Who Deny Consent</td>
<td>Copper Hall (Level 0)</td>
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<td>12:15 – 13:30</td>
<td>Artificial Intelligence: From Principles to Practice</td>
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<td>Employee Tracking and Monitoring in Germany, the U.K. and Poland Under the GDPR</td>
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<td>Smartphones on Wheels: Data Protection in Connected and Automated Vehicles</td>
<td>The Arc (Level 3)</td>
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<td>13:40 – 14:00</td>
<td>E-Privacy: Who Wants to Be a Millionaire?</td>
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<td>Brexit or Bust: A 'No Deal' for U.K. Adequacy?</td>
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<td>Self-Regulation 2.0 for Online Advertising</td>
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<td>Taking Vodafone’s GDPR Programme Global</td>
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<td>14:45 – 16:00</td>
<td>Breaking Enforcement Silos: Privacy Enforcement by Financial, Competition &amp; Consumer Authorities</td>
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<td>Data Protection by Design: From Zero to Hero</td>
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<td>Data Transfer Mechanisms: Where Do We Go From Here?</td>
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<td>From GDPR to CCPA and Beyond: Adapting a GDPR Programme for Global Privacy Laws</td>
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<td>16:15 – 17:15</td>
<td>Code of Conduct: A Practical, Cost-Effective Way to Demonstrate GDPR Compliance</td>
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<td>Competition and Data Protection Regulation: Have We Reached a Tipping Point?</td>
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<td>Help! Data Subjects Are Exercising Their Rights!</td>
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<td>One Stop Shop in Practice: Lessons Learned</td>
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Comparing CCPA's VCR and GDPR's DSAR: How to Stand Up a Programme and Portal

HALL 400 (LEVEL 4)

Sponsored by: wirewheel

Justin Antonipillai, CEO, WireWheel
Stephan Geering, CIPP/E, Global Privacy Officer, Blackboard

Mismanaging the subject rights request (VCR or DSARs) process increases your risk of a data breach and your potential liability. Many businesses are expecting an influx of requests and worry that their current process is not built for the scale and scope needed. If you have already prepared for the GDPR, you will not have to start over to prepare for the CCPA, but that does not mean you have all the bases covered.

What you will take away:
• Differences in the scope of application
• Nature and extent of collection limitations
• Rules concerning accountability

Specific Protection for Children Under the GDPR and National Laws

GOLD HALL (LEVEL 0)

Moderator: Jules Polonetsky, CIPP/US, CEO, Future of Privacy Forum
Max Bleyleben, COO, Superawesome
Elizabeth Denham, Information Commissioner, U.K. Information Commissioner’s Office
Helen Dixon, Commissioner, Data Protection Commission
Rebecca Slaughter, Commissioner, U.S. Federal Trade Commission

This session brings together two leading data protection authorities, a U.S. Federal Trade Commissioner and a provider of kidtech — technology that powers the kid-safe internet — to discuss issues such as transparency for children and how risks and rights can be appropriately communicated to them. What do we need to think about when choosing a basis for processing children’s personal data? What are the rules about consent, targeted marketing, profiling or automated decisions? What does COPPA require and what changes may be in store? What role can technology play? Learn what DPAs have learned from consultations with children directly and about enforcement priorities. The

do regulators look at PbDD? What is the risk if you get it wrong? In this session the panellists will take a 360 degree look at PbDD: from an academic perspective, from a regulator’s perspective and from a practitioner’s perspective. Also, we will be looking into all aspects of PbDD whether they be legal, organisational or technical.

What you will take away:
• What exactly is PbDD and how do we put PbDD into practice?
• Lessons learned: what works and what doesn’t
• How regulators look at PbDD
• What are the risks if you get it wrong (or, worse even, if you do not implement PbDD at all)?

Overflow session streaming is available in Hall 300 (Level 3).
session will also review emerging guidance for age-appropriate design and codes of best practice.

**What you will take away:**
- Learn from DPAs about enforcement priorities
- Gain practical insights on issues such as transparency, risk and communicating rights
- Review emerging guidance for age-appropriate design and codes of best practice

**9:00 – 10:15**

**Privacy Compliance by Design: How Internal Policies Can Support Product Development**

HALL 100 (LEVEL 1)

**Moderator:** James Gregoire, Director, Privacy and Cybersecurity, Fenwick & West  
**Henry Jicha,** Senior Programme Manager, Privacy and Data Protection Office, Google  
**Nirdhar Khazanie,** Product Manager, Privacy and Data Protection Office, Google  
**Jeffrey Levine,** Privacy Policy and Compliance, Google

Internal policies are a critical component of an effective compliance programme, but that effectiveness is determined in large part by employee understanding of policy requirements and being held accountable for compliance with them. As legal and regulatory requirements for privacy and data protection continue to increase around the world (e.g., GDPR, CCPA), integrating these policies with product development will be essential for policy compliance. In this session, you will hear some tips on best practices for internal policies and how Google approaches internal privacy policy design, training, and validation of policy awareness and effectiveness. We will explain how Google has supported its external privacy and security principles with internal privacy policies, and we will share actual case studies that highlight how these principles have translated into meaningful user-facing privacy products and tools.

**What you will take away:**
- Learn techniques for more effective communication and training of policy requirements across the organisation
- Understand strategies for policy content, format, layout, etc. to increase readability
- Identify approaches to operationalise and automate compliance and policy enforcement across tools and processes

**9:00 – 10:15**

**The Americanisation of Data Protection**

SILVER HALL (LEVEL 0)

Denis Kelleher, CIPP/E, Head of Privacy, EMEA, LinkedIn  
Kalinda Raina, CIPP/US, VP, Head of Global Privacy, LinkedIn

Explore lessons learned in moving from the European System of Central Banks to the world’s largest professional network. In this session, we will discuss the continuing convergence of EU and U.S. privacy standards.

**What you will take away:**
- U.S. and EU privacy systems are more similar than they may at first seem
- Differences do exist, but similar values underlie both systems

**9:00 – 10:15**

**The Real-World Impact of the ECJ’s Judgment in the Fashion ID Case**

COPPER HALL (LEVEL 0)

**Sponsored by:** Squire Patton Boggs

**Moderator:** Andrea Ward, CIPP/E, Director, Data Privacy and Cybersecurity, Squire Patton Boggs  
Ken Meul, Senior Managing Counsel, Privacy & Security Legal, EMEA, Oracle  
Karolina Mojzesowicz, Deputy Head of Unit Data Protection, European Commission

Explore lessons learned in moving from the European System of Central Banks to the world’s largest professional network. In this session, we will discuss the continuing convergence of EU and U.S. privacy standards.
In the Fashion ID case the CJEU ruled that websites that use Facebook 'like' buttons are joint controllers of the website visitor personal data that is collected and sent to Facebook — but not when it comes to Facebook's subsequent processing of the data. Fashion ID and prior CJEU decisions indicate that data processing must be divided into narrow segments in order to accurately determine the appropriate role at each relevant juncture. Furthermore, involvement in organising, coordinating and encouraging collection of personal data may give rise to controllership, even when the organisation does not touch the data. Our panel will consider the impact of these current trends on organisations already finding it difficult to establish their roles and manage their responsibilities towards data subjects. During this session we will explore how organisations have begun incorporating these new concepts, discuss top compliance tips for those using like buttons, and exchange views with regulators about the forthcoming EDPB Guidance.

What you will take away:
- The current state of play for establishing controllership, from recent case law; in particular, the judgement of the CJEU in Fashion ID and anticipated EDPB guidance
- The impact on contractual relationships: a switch from Art. 28 to Art. 26 terms?
- Do we like this? Could controllership be a good thing for the business?

**Why BCRs Are More Than Just a Transfer Mechanism**

Daniela Fábián Masoch, CIPP/E, CIPM, FIP, Founder, Managing Director, Fabian Privacy Legal
Monika Tomczak-Gorlikowska, Group Data Privacy Senior Legal Counsel, Shell International
Roslyn Vadala, Senior Legal Counsel, Global Data Protection and Digital, Nestlé

Binding Corporate Rules are one of the legal mechanisms provided by the GDPR for transferring personal data cross-border. Companies that implement BCRs are committed to adhering to strict data protection policies, rules and processes, and want BCRs not only to cover their intra-group data transfers, but they expect far greater benefits from this system. BCRs are intended to serve as a flagship and to demonstrate that the company takes its accountability for data protection seriously. However, BCRs are still not considered as an official accountability tool by regulators and there is currently no certification for BCRs. This panel will provide insights into the operational aspects to be considered in the development and implementation of BCRs, as well as the real value and benefits of BCRs and their potential for the future. By participating in this session, you benefit from speakers with many years of experience in different phases and areas of the BCR project and expertise on the concept of accountability.

**What you will take away:**
- Learn about the critical challenges and pitfalls to overcome when developing and implementing BCRs in an organisation
- Understand the real value and benefit of implementing BCRs as a comprehensive data privacy programme and accountability tool
- Discuss BCRs potential and how they may evolve in the future

**Simplifying Privacy Compliance With the TrustArc Platform**

Michael Lin, SVP Products, TrustArc

The Little Big Stage has been called entertaining, informative and many other things — but never boring. Find your way to the Exhibit Hall for these mini talks throughout the conference.
12:15 – 13:15

GDPR 2.0 #Accountability: How Are You Evidencing Yours?
SILVER HALL (LEVEL 0)

Hazel Grant, CIPP/E, Partner, Head of Privacy, Security and Information, Fieldfisher
Ian Hulme, Director, Regulatory Assurance, U.K. Information Commissioner’s Office
Martin McElroy, DPO, Fieldfisher
Philipp Raether, CIPP/E, Group CPO, Allianz

The lead-up to 25 May 2018 was about getting GDPR-ready: large data mapping exercises, preparation of policies and notices, developing strategies to deal with large volumes of data subject rights requests, and the delivery of training to employees. Whilst frenetic for many, this was just the start of GDPR compliance. The regulation firmly states that a controller needs to be able to demonstrate its accountability, i.e., its compliance. If a supervisor authority called at your offices tomorrow would you be able to evidence how you comply? For example, are you maintaining and updating your Article 30 records; can you show your decisions for not reporting a data breach and the implementation of lessons learnt; and what procedures do you have to trigger the requirement to conduct a DPIA? Neglect accountability at your peril. To do so is the equivalent of having a house built on sand.

What you will take away:
- Understand what is meant by accountability under the GDPR
- Learn how to best evidence accountability to a regulator
- Learn how to engage all relevant stakeholders in the business to assist with accountability, which is not a one-person job

12:15 – 13:15

Joint Controllership: In the Trenches
HALL 100 (LEVEL 1)

Sponsored by: WILSON SONSINI

Moderator: Jan Dhont, Partner, Wilson Sonsini Goodrich & Rosati
Michael Scuvée, CIPP/E, CIPM, Chief DPO, Coca-Cola European Partners
Isabelle Vereecken, Head of the EDPB Secretariat, European Data Protection Board

The concept of joint controllership raises many questions in various industries. Joint controllership only recently found its way into the GDPR in addition to having been applied in recent European Court of Justice decisions such as Jehovah, Wirtschaftsacademie and FashionID. How does controllership play out in practice? The delineation between controller and processor is often a grey area and joint control adds another layer of complexity. Additionally, market players have started to use this concept in a confusing way which causes friction and uncertainty. This session will focus on the practical implications of joint controllership including shifting liability and operational issues. It will also provide a regulatory perspective and attempt to forecast further market impact.

What you will take away:
- Insight into the genesis and practical implications of the concept of joint control
- A deep dive into the regulators’ and businesses’ views on joint control
- Practical and strategic orientation for all market players confronted with joint control
Privacy Governance in 2019: A Report on Leading Practices

Tharishni Arumugam, CIPP/A, Global Privacy Operations Lead, Aon
Anthonie de Bos, CIPP/E, CIPM, Global Data Protection & Privacy Lead, EY
Rita Heimes, CIPP/E, CIPP/US, CIPM, General Counsel, DPO, IAPP
Dorota Kosela, CIPP/E, CIPM, FIP, EMEA Counsel, DPO, Jumio

For the fifth year now, the IAPP and EY have collaborated on a comprehensive survey of global privacy operations and governance. The data is rich and useful, looking at GDPR compliance metrics, impact of Brexit on privacy teams, breach and data access request benchmarking, along with information about median privacy budgets, staffing levels, and allocations; ranking priorities and difficulties of common tasks; and examining reporting structures and departmental organisations. In this session, panellists bubble up the most interesting of the findings, along with year-over-year trends, and explore how you can use the findings to help shape and govern your own privacy programme.

What you will take away:
• See how your programme stacks up against privacy operations around the world
• Get details on budget and staff sizes, tools used and how time is managed
• Benchmark your priorities against those of your peers

Tracking Walls: Can Websites Deny Access to Individuals Who Deny Consent?

Moderator: Rosa Barcelo, Partner, Squire Patton Boggs
Alisa Bergman, VP, CPO, Adobe Systems
Gwendal Le Grand, Director of Technology and Innovation, Commission nationale de l’informatique et des libertés

Recently, various DPAs in the EU have issued decisions on whether online businesses can deny website access to users who do not agree to the processing of their personal data using tracking cookies or similar devices. The U.K.’s ICO invalidated consent where an online newspaper did not offer a free alternative to accepting cookies. The Austrian DPA decided that consent could be freely given if the online newspaper offered an equivalent service for a reasonable remuneration. Finally, the Dutch DPA announced that cookie walls are not compliant with the principle of consent under the GDPR. Meanwhile, the EU’s proposed ePrivacy Regulation also contains specific provisions addressing the lawfulness of cookie walls. And in the U.S., the CCPA requires ‘equal service and pricing’ even if the consumers exercise their privacy rights under the Act. In this session, the panel will assess the implications of the legal framework for publishers and online businesses as well as the wider repercussions for the advertising ecosystem.

What you will take away:
• How to structure the website notice and consent form to be validly construed for compliance with the GDPR and proposed ePrivacy Regulation
• An understanding of regulators’ views, priorities and sensitivities regarding tracking walls
• Knowledge of the implications of tracking and cookie walls for advertisement and for online business
Artificial Intelligence: From Principles to Practice
GOLD HALL (LEVEL 0)

Moderator: Nathalie Laneret, CIPP/E, CIPM, Director of Privacy Policy, Centre for Information Policy Leadership, Hunton Andrews Kurth
Paul Breitbarth, Director, EU Operations & Strategy, Nymity
Cornelia Kutterer, Senior Director, EU Government Affairs, Microsoft
Brent Mittelstadt, Research Fellow & British Academy Postdoctoral Fellow, University of Oxford

The incoming European Commission has announced to legislate artificial intelligence by early 2020. More specifically, the Commission is expected to draw up rules on AI that would set accountable, explainable and unbiased automated decision-making systems. The High-Level Expert Group on Artificial Intelligence is reviewing its assessment list of ethical principles to enable an effective governance model that ensures developers and deployers of AI systems do not perpetuate discrimination or violate fundamental rights such as privacy. In light of this political scene, a debate has been fuelled over the ethical, legal and societal issues related to AI, how companies implement their ethical commitments in practice, and the additional legal safeguards needed. This panel will discuss how we get from overarching ethical principles to a robust legal framework.

What you will take away:
• How have companies translated their principles into practice? Is that enough?
• Which are the missing parts in existing regulation to create a future legal framework for AI?
• Are there other legal domains we can learn from? RoH? CE marking?
• What are the next steps to elaborate on the ethical principles of future-related policy development?

Employee Tracking and Monitoring in Germany, the U.K. and Poland Under the GDPR
STUDIOS 311-312 (LEVEL 3)

Ann Bevitt, Partner, Cooley
Anna Kobylanska, Advocate, Kobylanska & Lewoszewski Mednis
Marie-Luies Rubel, Officer, Employee Data Protection, Commissioner for Data Protection, Baden-Württemberg
Undine von Diemar, CIPP/E, Partner, Jones Day

Employees’ rights of access and information under the GDPR can significantly impact internal investigations conducted by an employer or a third party. We know it from practice, and we would like to share this knowledge with you. During the session we will discuss how the GDPR and country-specific legislation approach the processing of employees’ data for tracking and monitoring purposes, particularly in an investigation context, and how such data can be used by an employer. We will share our experience concerning the methods of tracking and monitoring that are used by employers in three EU countries, focusing on CCTV, GPS (cars and mobile phones), laptops and monitoring of email boxes and messaging application and tools (such as Skype). We will talk about the DPAs’ approach to such monitoring and tracking and show the differences between the countries.

What you will take away:
• You will learn how to monitor and track employees in three EU countries with different employment law cultures
• You will learn what the pitfalls are when it comes to using the data collected during such monitoring and tracking in later proceedings
• You will learn about the implications of employees exercising their access rights with respect to the results of internal investigations and how to best handle such requests

Overflow session streaming is available in Hall 300 (Level 3).
Privacy KPIs: Showing the Business Your Privacy Management Is Effective
HALL 400 (LEVEL 4)

Marc Placzek, Director, Global Privacy, DPO, PayPal
Lupe Sampedro, Partner, Bird & Bird
Anna Zeiter, CIPP/E, CIPM, CPO, eBay

The GDPR has imposed extensive accountability on both controllers and processors. One part of privacy management is the continual improvement and adaptation of the privacy management system. An improvement of the privacy management system is only possible if you have clearly defined objectives which can be compared with KPIs to determine whether and how the objectives have been achieved. This session will show how to develop such KPIs in a meaningful way, what privacy KPI processes look like and how to use them to improve the management system. Using concrete examples, participants will be shown how privacy KPIs can look in practice. Utilizing audience participation through a voting tool, this session will demonstrate how privacy KPIs can help you in business practice; for example, in negotiations about your budgets and HR resources.

What you will take away:
• How to measure the effectiveness of your privacy management
• Developing useful privacy KPIs
• Improve your privacy management with KPIs

Smartphones on Wheels: Data Protection in Connected and Automated Vehicles
THE ARC (LEVEL 3)

Tom De Cordier, Partner, CMS
Marc Greven, Legal Affairs Director, Assistant to Secretary General, European Automobile Manufacturers Association
Sophie Nerbonne, Director of Economic Co-Regulation, Commission nationale de l’informatique et des libertés
Lisa Rosner, CMO, Otonomo
Martina Schollmeyer, CIPP/E, CIPM, Deputy DPO, BMW AG

Today's motor vehicles are often referred to as 'smartphones on wheels'. Their increasing ability to capture and process data is seen as an enabler for improving road safety, optimising traffic management, supporting vehicle sharing and facilitating the development of a wide variety of innovative services in areas including repair and maintenance, fleet management, usage-based insurance, parking management, vehicle sharing and other mobility services. Vehicle manufacturers are beginning to develop such services and to implement technical solutions enabling third parties to access vehicle data remotely. During this session, we will discuss what vehicle manufacturers — and anyone using vehicle data to provide services — need to do to ensure compliance with the GDPR and the ePrivacy Regulation.

What you will take away:
• Main challenges for connected vehicle stakeholders to ensure compliance with the EU’s privacy rules
• How the challenges can be overcome: Learn about regulatory developments and guidance relating to connected vehicles (e.g. the CNIL’s connected vehicle compliance pack; the EDPB’s work on connected vehicles)

Overflow session streaming is available in Hall 300 (Level 3).
E-Privacy: Who Wants to Be a Millionaire?
THE LITTLE BIG STAGE, EXHIBIT HALL (LEVEL -2)

Sponsored by:

Romain Perray, Partner, McDermott Will & Emery
Ashley Winton, Partner, McDermott Will & Emery

The Little Big Stage has been called entertaining, informative and many other things — but never boring. Find your way to the Exhibit Hall for these mini talks throughout the conference.

13:50 – 14:20 LUNCHTIME SESSION

Eat lunch while listening to engaging speakers. Boxed lunches will be available in the room, so come straight to the session to participate. Seats are not guaranteed; first-come, first-served.

The Impacts of the New Brazil General Data Protection Law: Lessons Learned
HALL 100 (LEVEL 1)

Renato Leite Monteiro, CIPP/E, CIPM, FIP, Partner, Head of Data Protection, Data Privacy Brasil

On 14 August 2018, Brazil approved the General Data Protection Law (LGPD in Portuguese). The law will come into effect in August 2020. The LGPD creates a new legal framework for the use of personal data in Brazil, both online and offline, in the private and public sectors. The text, a result of broad discussion and deeply influenced by the GDPR, aims not only to guarantee individual rights but also to foster economic, technological and innovation development through clear, transparent and comprehensive rules for the adequate use of personal data. Its scope can be considered even wider than the European regulation. So, what does the law require, and which organisations fall within its scope? Are there exceptions for some processing purposes, and how will the duty of compliance exceed the geographical limits of Brazil?

After one year since its approval some lessons can already be learned, and with the creation of the Brazilian Data Protection Authority it is important to highlight what to expect before it comes into effect.

What you will take away:

• Hear how the LGPD may affect your organisation’s data governance obligations
• Understand the extraterritorial application and the broader scope of the new law
• Discuss what rights individuals will have under the new rules and how they differ greatly from the GDPR
• Learn from the interpretations that have already been given by different stakeholders
• Discuss the recently created Data Protection Authority, its enforcement powers and which other authorities are eager to impose the LGPD

14:45 – 15:45

Brexit or Bust: A ‘No Deal’ for U.K. Adequacy?
COPPER HALL (LEVEL 0)

John Bowman, CIPP/E, CIPM, Senior Principal, Promontory
Eleonor Duhs, Director, Fieldfisher
Laure Wagener, Senior Advisory, Data Regulation, Vodafone

The U.K.’s departure from the EU has been a time of unparalleled turmoil on the domestic stage and concern and bewilderment at EU level. How are the discussions on the future relationship faring, and most importantly where are the negotiations on a U.K. adequacy decision heading? When will the key crunch points be and how can businesses best prepare? Topics to be discussed include: how data protection fits into negotiations on the future EU/U.K. relationship; the state of play of U.K. adequacy and potential outcomes; and the key challenges for businesses in the EU and the U.K.
14:45 – 15:45 (continued)

What you will take away:
• Insight into the key timelines and crunch points
• Pointers on how to prepare for the most likely outcomes
• Practical solutions to the main problems relating to data protection and Brexit that businesses are facing now and that may emerge in the future

14:45 – 15:45

Self-Regulation 2.0 for Online Advertising
HALL 100 (LEVEL 1)

Peter Eberl, Deputy Head of Unit, Cybersecurity and Digital Privacy Policy, DG CONNECT, European Commission
François Lhémery, VP, Regulatory Affairs, Criteo SA
Angela Mills Wade, Executive Director, European Publishers Council
Caroline Wren, Managing Partner, MTM

A panel of recognised privacy, technology, advertising and data experts will discuss how self-regulatory mechanisms continue to play a critical and positive role for businesses and consumers in response to key legislative changes in the digital world. In this session, delegates will learn how the ad industry’s AdChoices icon will increase the level of transparency and improve the context and quality of information offered to consumers. Learn how a consumer-centric approach will be built upon strong evidence of new consumer research (recognition, understanding, attitudes towards GDPR and SR) to help better identify where complementary industry standards can play the most useful consumer-facing role. Finally, discuss how the ad industry’s self-regulatory programme will serve to educate and inform consumers of their online choices and controls in a post-GDPR, yet still data-driven, world. The debate will provide an ideal opportunity to gain consumer-centric learnings from recent privacy research and discuss together how industry principles can best respond to the ever-changing legislative backdrop in Europe and beyond.

What you will take away:
• Today’s online ad industry is faced with a trust reckoning; self-regulation will bridge the trust gap with consumers
• Self-regulation in the online advertising industry will become even more consumer-centric, empowering internet users to take control
• The AdChoices icon will provide greater transparency over data-driven advertising

14:45 – 15:45

Taking Vodafone’s GDPR Programme Global
SILVER HALL (LEVEL 0)

Georgina Kearney, CIPP/E, Global Privacy Program Manager, Vodafone
Mikko Niva, Group Privacy Officer, Head of Legal, Privacy, Security and Content Standard, Vodafone

The global impact of GDPR created a demand for a privacy compliance model that applies across the globe. But the variability of privacy culture, knowledge and resources that exist in different parts of the world make it challenging to implement consistent levels of privacy protection when doing business globally. As one of the world’s largest communications technology companies providing a wide range of services to people in Europe, the Middle East, Africa and Asia Pacific, Vodafone has created an integrated privacy, security and ethics control framework to ensure data governance, use of pseudonymization, and all uses of data are reviewed not just for legal compliance and social acceptability, but to also enable users to control their data beyond what is legally required. In this session, hear how Vodafone has made privacy a differentiator to create new business models and provide more value to their markets and partners.

What you will take away:
• Learn about Vodafone’s human impact assessment framework, which assesses risk to people’s right to privacy when considering products, services and data initiatives
• Privacy as a product: How to work with global partners and get them engaged with a robust privacy framework
• How to eliminate data silos and safeguard access to data in a secure way that incorporates privacy by design through streamlined, digitised processes

14:45 – 16:00

Breaking Enforcement Silos: Data Enforcement by Financial and Market Authorities
GOLD HALL (LEVEL 0)

Moderator: Axel Arnbak, Privacy and Data Security Attorney, De Brauw Blackstone Westbroek; Fellow, Institute for Information Law, University of Amsterdam
Jordan Ellison, Partner, Competition and Data Protection, Privacy, Slaughter and May
Vera Jungkind, Rechtsanwältin, Partner, Hengeler Mueller
Martijn Snoep, Chairman, Dutch Competition and Consumer Authority

If personal data is the ‘fuel’ of modern economy, then personal data protection is the ‘law of everything’. This session will explore whether and to what extent financial, competition and consumer authorities in Germany, Netherlands and the United Kingdom factor in violations of the privacy laws in their enforcement actions. The panellists will discuss to what extent privacy enforcement (by myriad regulatory agencies) is on the horizon, whether it is desirable or even allowed (e.g. in Bundeskartellamt/Facebook), and the division of labour between financial and data protection authorities (DPAs) in PSD2 enforcement. Are silos between enforcement authorities finally breaking, or are we in for a Huntingtonian clash of enforcement authorities? The session is intended to cover trends and challenges in the field of privacy enforcement by DPAs and other regulators. It will also consider how organisations can prepare for, and deal with, these trends and developments in practice.

What you will take away:
• Recent financial regulatory, competition, consumer protection enforcement cases in the Netherlands, Germany and the U.K. related to violations of personal data protection law

• Possibility of enforcing violations of data protection law via financial, competition or consumer law avenues and the existing and envisaged coordination mechanisms between enforcement authorities
• Practical steps organisations can take to deal with the possibility of an ever-expanding range of data compliance related regulatory actions

14:45 – 16:00

Data Protection by Design: From Zero to Hero
HALL 400 (LEVEL 4)

Jocelyn Aqua, CIPP/G, Principal, Cybersecurity and Privacy, PwC
R. Jason Cronk, CIPP/US, CIPM, CIPT, FIP, Principal and Trust Consultant, Enterprivacy Consulting Group
Achim Klabunde, Adviser on Technology and Data Protection, European Data Protection Supervisor
Gabriela Zanfir-Fortuna, Senior Counsel, Future of Privacy Forum

A panel of recognised privacy, technology, advertising and data experts will discuss how self-regulatory mechanisms continue to play a critical and positive role for businesses and consumers in response to key legislative changes in the digital world. In this session, delegates will learn how the ad industry’s AdChoices icon will increase the level of transparency and improve the context and quality of information offered to consumers. Learn how a consumer-centric approach will be built upon strong evidence of new consumer research (recognition, understanding, attitudes towards GDPR and SR) to help better identify where complementary industry standards can play the most useful consumer-facing role. Finally, discuss how the ad industry’s self-regulatory programme will serve to educate and inform consumers of their online choices and controls in a post-GDPR, yet still data-driven, world. The debate will provide an ideal opportunity to gain consumer-centric learnings from recent privacy research and discuss together how industry principles can best respond to the ever-changing legislative backdrop in Europe and beyond.
14:45 – 16:00 (continued)

What you will take away:
• Today’s online ad industry is faced with a trust reckoning; self-regulation will bridge the trust gap with consumers
• Self-regulation in the online advertising industry will become even more consumer-centric, empowering internet users to take control
• The AdChoices icon will provide greater transparency over data-driven advertising

14:45 – 16:00

Data Transfer Mechanisms: Where Do We Go From Here?
THE ARC (LEVEL 3)

Sponsored by:

Alexis Kateifides, CIPP/E, Global Privacy Director, OneTrust DataGuidance
Eduardo Ustaran, CIPP/E, Partner, Hogan Lovells

The session will explore some of the most recent developments that have had an impact on the viability of existing data transfer mechanisms, from CJEU cases in the EU to U.S. Privacy Shield as well as on Standard Contractual Clauses. The panel will examine the use of other mechanisms, including BCRs and the possibility for approved codes of conduct and certification mechanisms, provided for under the GDPR as well as exploring the solutions which organisations can utilise in managing and monitoring third-party vendors.

What you will take away:
• Gain an understanding of recent and upcoming developments that have an impact on global data flows
• Learn about the benefits and challenges regarding the various transfer mechanisms available
• Hear from speakers on the future of transfers, certifications and codes of conduct

Overflow session streaming is available in Hall 300 (Level 3).

14:45 – 16:00

From GDPR to CCPA and Beyond: Adapting a GDPR Programme for Global Privacy Laws
STUDIOS 311-312 (LEVEL 3)

Bret Cohen, Partner, Privacy and Cybersecurity Group, Hogan Lovells
Nicola Fulford, CIPP/E, Partner, Privacy and Cybersecurity, Hogan Lovells
George Milton, Deputy Head of Legal, Europe, Intercontinental Exchange
Alexandra Ross, CIPP/E, CIPP/US, CIPM, CIPT, FIP, PLS, Director, Global Privacy and Data Security Counsel, Autodesk

Over 100 countries now have general personal data protection laws. One of the newest on the block is the California Consumer Privacy Act in the United States, which borrows several compliance obligations from the GDPR but adds several additional requirements and takes effect in January 2020. This session will report on how multinational organisations are thinking about global privacy compliance considering the alphabet soup of new laws, including compliance with the CCPA, and how to design an efficient and effective privacy programme that considers these new requirements.

What you will take away:
• How multinational organisations should account for the wide variety of differing and new privacy laws, including whether to segment compliance geographically or to develop a central set of privacy rules and policies
• What the California Consumer Privacy Act will require in January 2020, and how a GDPR compliance programme can be adapted to comply with the CCPA
• How privacy professionals at complex multinational organisations allocate resources and make practical compliance decisions to account for the dozens of applicable privacy laws

Overflow session streaming is available in Hall 300 (Level 3).
THURSDAY, 21 NOVEMBER

16:15 – 17:15

**Code of Conduct: A Practical, Cost-Effective Way to Demonstrate GDPR Compliance**

HALL 100 (LEVEL 1)

Janice Carling, CIPP/E, Director, Senior Privacy Counsel, TEVA Pharmaceuticals

Julia Ngai, CIPM, CPT, DPO, Danskebank

ShanShan Pa, CIPP/E, CIPP/US, CIPM, FIP, Head of Compliance, Privacy, U.S., EMEA, Alibaba Cloud

Jörn Wittmann, Managing Director, SCOPE Europe

A year and a half after the GDPR went into force, some might still struggle to find a method to demonstrate compliance with the regulation. The provisions under Articles 40 and 41 of the GDPR regarding the code of conduct could be your solution. Not only does it offer a practical and cost-effective way to demonstrate compliance, but it also offers flexibility for sectoral development of codes of conduct that bridge the needs of different industries as well as the requirements of the GDPR. Panellists for this session have first-hand experience in currently developing an industrial code of conduct.

What you will take away:
- Learn in detail about the code of conduct under GDPR, and hear an introduction to the process of creating an industry code of conduct that benefits a specific field
- Hear new guidance from the EDPB this February regarding establishing the code of conduct
- Current developing codes of conduct in different industries (cloud, financial, health, etc.) as actual case studies

16:15 – 17:15

**Competition and Data Protection Regulation: Have We Reached a Tipping Point?**

HALL 400 (LEVEL 4)

David Smith, Special Advisor, Allen & Overy

Louise Tolley, Professional Support Lawyer Counsel, Allen & Overy

In its 2014 Facebook/WhatsApp decision, the European Commission stated ‘[a]ny privacy-related concerns flowing from the increased concentration of data, as a result of the Transaction do not fall within EU competition law rules but within EU data protection rules’. Fast forward to today and we are looking at a very different landscape: competition and data protection are increasingly intertwined. We will discuss key areas of overlap between antitrust and data protection principles, drawing together hotly debated global policy issues, and considering how the collection, amalgamation and use of data is becoming increasingly important in antitrust and merger control enforcement. In particular, we will look at how far antitrust authorities can (and do) take into account data protection issues in antitrust cases, as well as explore a trend towards increasing coordination between the regulators (plus recommendations for the establishment of new authorities to regulate digital markets). In merger control, we will discuss claims of under-enforcement in the digital/tech sector and potential solutions that have been put forward. And we will consider whether mergers which result in the aggregation of data can adversely affect competition.

What you will take away:
- An understanding of the key areas of overlap between antitrust and data protection principles
- An overview of the changing regulatory landscape and its development in the future
16:15 – 17:15

Global GDPR Compliance Challenges:
The Case of Russia
STUDIOS 311-312 (LEVEL 3)

Stanislav Rumyantsev, CIPP/E, Senior Lawyer,
Gorodissky & Partners
Siarhei Varankevich, CIPP/E, CEO, Data Privacy, Data
Protection Office
Paul Voigt, CIPP/E, Specialist Attorney, Information
Technology Law, Taylor Wessing

Privacy compliance looks like a layer cake for many
international companies whose business extends
beyond the EU. On one layer there are GDPR
requirements reflected in the corporate documents and
procedures. The other layer consists of local privacy
laws applicable in non-EU places of business. Local
laws may conflict with the GDPR. Sometimes they
govern data processing and protection issues from
different angles. In many cases, the implementation
of GDPR documents and other policies may require
special procedures on a local level. Local laws affect
transborder transfers and elimination of data breaches.
These are only a few challenges that must be tackled
during a global compliance project. This session will
discuss how to stack the global and local layers of
privacy compliance in the most effective way and
provide practical recommendations for international
companies doing online and offline business in Russia.

What you will take away:
• Gain insight into building privacy compliance
  covering both Russian law and GDPR requirements
• Understand the main collisions between Russian
  law and the GDPR affecting online and offline
  business

Overflow session streaming is available in
Hall 300 (Level 3).

16:15 – 17:15

Health Data and the Prospect of
Medical Data and Biobanks
THE ARC (LEVEL 3)

Patrick Buechi, General Counsel, BioSpin Group,
Bruker Switzerland AG
Thorsten Ihler, Partner, Fieldfisher
Angela Mazzonetto, CPO, Bruker Corporation
Gil Zhang, CIPP/A, CIPP/E, CIPM, FIP, Counsel, Fangda
Partners

Processing of health data and protection of medical
privacy is made complicated by the new advisory of
EDPB. How to use the alternative lawful basis other
than consent, and how these requirements interplay
with the sectoral regulations, is often a crucial issue,
yet it is difficult in terms of application of law. For
certain countries the restriction on cross-border data
transfer is making the scene more complicated. In this
session, speakers from industry and private practice
will share practical experiences in addressing these
issues.

What you will take away:
• Rules on processing of data in clinical trial and
  scientific research
• Cross-border data transfer restrictions of health
data and biometric data
• Prospect of a data bank of anonymised or
  pseudonymised medical data for commercial use

Overflow session streaming is available in
Hall 300 (Level 3).
Help! Data Subjects Are Exercising Their Rights!
SILVER HALL (LEVEL 0)
Pascale Gelly, CIPP/E, CIPM, DPO, Schneider Electric
Sachiko Scheuing, CIPP/E, European Privacy Officer, Acxiom
Claus-Dieter Ulmer, Senior VP, Global DPO, Deutsche Telekom AG

Since May 2018, companies around the world are faced by substantial growth in the number of requests from data subjects to exercise their rights. The GDPR has also raised the bar for responding to subject access requests. Responding to these rights requires more than just legal knowledge. What do you need to have in place so that you can respond to the queries correctly? How do DPOs deal with queries with malicious intentions? Do you have to respond to them all? What do you do for SAR cases that are escalated to the data protection authority? The panel also shares their experience of working with different departments within the organisation to ensure smooth handling of requests.

What you will take away:
• Understand the different challenges faced by DPOs from different sectors
• Hear from leading DPOs about their experience in dealing with data subjects’ rights
• Discuss your experiences, trends and developments with the pane

One Stop Shop in Practice: Lessons Learned
COPPER HALL (LEVEL 0)
Sponsored by: HUNTON ANDREWS KURTH

Moderator: David Dumont, Partner, Hunton Andrews Kurth
Cecilia Álvarez Rigaudias, Director, Privacy Policy, EMEA, Facebook
Hielke Hijmans, Director, President of the Litigation Chamber, Belgian Data Protection Authority

The one-stop shop enforcement mechanism was one of the most innovative changes introduced to the EU data protection landscape by the GDPR. Being a brand-new concept, there was a significant level of uncertainty around how the one-stop shop mechanism would play out in practice. Now that the GDPR has been applicable for almost two years and enforcement is picking up rapidly, it is a good time to take stock on how the one-stop shop is functioning in practice. During this session, both a regulator and a company will share their practical experiences with the mechanism. You will gain insights into how to set up a one-stop shop successfully and how your company can benefit in practice.

What you will take away:
• Gain a better understanding of what the one-stop shop enforcement mechanism is and which organisations can benefit from it
• Understand what is required to benefit from the one-stop shop
• Gain insights into the advantages these efforts can bring to your organisation in terms of enforcement risks and data protection compliance programme management
exhibit hall map
GRAND HALL 1-2 (LEVEL -2)

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Anonos #29
Baker McKenzie #27
BigID #11
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Unique problems need unique solutions.

You are not generic and you are not off the shelf. Neither are the solutions we offer you. Deloitte works with you to answer questions that matter most. Our services are delivered in a variety of flexible ways to meet your unique objectives, unlock the value of your data and enable you to build trust with your customers and business partners.

We look forward meeting you at this year’s event.

www.deloitte.com
Our Privacy & Data Security Team has been advising clients across the information lifecycle since the mid-1990s. Our team features leading practitioners in the areas of greatest challenge for business today, a detailed and practical approach to solving problems and managing crises, and delivering excellence for our clients. We help clients with privacy, cybersecurity, and national security issues in the U.S. and across the globe. Our attorneys, including a recipient of IAPP's Privacy Leadership Award, are widely recognized for their experience in privacy and data protection. We work hard for our clients, every day.

Anonos

Anonos state-of-art BigPrivacy Data Protection by Design and by Default technology enables lawful secondary processing, sharing and combining of personal data under evolving data protection laws like the GDPR and CCPA. Other solutions do not support lawful centralized and distributed processing at enterprise scale as necessary to accelerate digital transformation and information initiatives. BigPrivacy Data Protection by Design and by Default safeguards include dynamic pseudonyms that protect both direct and indirect identifiers and functional separation of information value from identity within and among datasets to minimize the risk of uncontrolled re-identification while maximizing utility of lawful Big Data Analytics, AI and Machine Learning.

Baker McKenzie

Baker McKenzie’s world-renowned Data Privacy & Security practice focuses on providing advisory, risk management and transactional support to our clients. We understand the interplay between privacy requirements in multiple practices, industries and jurisdictions. Our experience and agile cross-border coordination enable us to seamlessly advise clients at every stage. With an understanding of business and operational realities, we provide balanced and effective advice to guide clients through the complex regulatory landscape and partner to devise practical solutions that are scalable and customized to their objectives, budget and resources. Ranked Band 1 in Data Protection by Chambers Global since 2008.

BigID

BigID redefines data privacy and protection. BigID helps organizations manage and protect their customer data, meet data privacy and protection regulations like the CCPA and GDPR, and leverage unmatched coverage for all data across all data stores. By bringing data science and purpose-built technology to data privacy and protection, BigID enables organizations to discover and map all types of data from all enterprise data sources; automatically classify, correlate, and catalog identity & entity data into profiles; manage and protect enterprise data with advanced data intelligence; and automate data privacy and protection.

Cisco

Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected. An integral part of our DNA is creating long-lasting customer partnerships, working together to identify our customers’ needs and provide that fuel their success. Our mission is to shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors, and ecosystem partners.

CMS

The challenges arising from data are countless and inescapable in our maturing technological landscape. To future-proof your organisation, and unlock opportunity from your data, you need alert and experienced lawyers who’ll deliver practical advice. CMS has over 100 data protection and technology sector-focused lawyers ready to deliver legal and practical advice. Our team provides counsel across a wide range of areas including data protection registration and policy development, data security and mobile device encryption, data transfer procedures using model clauses and binding corporate rules, freedom of information requests, data subject access requests, and responding to cyber incidents.

ContextSpace Solutions

ContextSpace PRIVACY VAULT is a new class of technology called Privacy Compliance Infrastructure. It provides a “privacy by design and default” service layer that dynamically enforces regulatory privacy and data protection across any number of applications, APIs and databases. Integrated PRIVACY VAULT features include:
Data Breach Protection; Personal Data Rights Execution; Privacy Risk Impact Automation; Purpose-Based Access Control; Privacy Firewall; Per-Person Encryption for Structured, Unstructured and Activity data; Dynamic Evidence of Processing; and support for Lawful Analytics. As ready-to-use software infrastructure, PRIVACY VAULT is non-intrusive to business and developers and replaces complex compliance activities with consistent compliance outcomes.

**CyberScout**

Since 2003, CyberScout has set the standard for full-spectrum identity, privacy and data security services, offering proactive protection, employee benefits, education, resolution, identity management and consulting as well as breach preparedness and response programmes. CyberScout is offered globally by 660 client partners to more than 17.5 million households worldwide, and is the designated identity theft services provider for more than 750,000 businesses through cyber insurance policies. CyberScout combines extensive experience with high-touch service to help individuals, government, nonprofit and commercial clients minimize risk and maximise recovery.

**Dataguise**

Dataguise helps organizations deserve digital trust by protecting privacy as they use personal data to drive business value. The Dataguise Privacy-on-Demand (PoD) Platform enables Personal Data Provisioning as a seamless business process that detects, protects, and monitors personal data as it is being collected, used, shared, and stored across the enterprise. With Dataguise, organizations can spend less resources on managing risk and compliance and put more focus on using personal data to improve the products, services, and customer experiences that fuel business growth. To learn more, visit www.dataguise.com.

**Deloitte**

As leading audit and consulting practice worldwide, we strive for making an impact that matters in everything we do with our clients. At Deloitte, we help organisations preventing cyberattacks and protect valuable assets and data. We believe in being secure, vigilant, and resilient — not only by looking at how to prevent and respond to attacks, but also at how to manage cyber risks in a way that allows you to unleash new opportunities. Embed cyber risk at the start of strategy development for more effective management of information, technology and data protection risks.

**Equifax**

Equifax began operations in 1899 and became a publicly owned corporation in 1965. Equifax is a global data, analytics, and technology company and believes knowledge drives progress. The Company blends unique data, analytics, and technology with a passion for serving customers globally, to create insights that power decisions to move people forward. Headquartered in Atlanta, Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region.

**European Interactive Digital Advertising Alliance (EDAA)**

The European Interactive Digital Advertising Alliance (EDAA)'s principal purpose is to provide the AdChoices Icon to companies involved in data-driven advertising across Europe. The AdChoices Icon is a consumer-facing, interactive symbol that links consumers to an online portal, www.youronlinechoices.eu, where consumers can find easy-to-understand information about data-driven advertising as well as a mechanism for exercising informed choice over tailored, personalised ads — if they so wish, consumers may ‘turn off’ personalised advertising by some or all companies. EDAA is governed by EU-level organisations which make up the value chain of data-driven advertising within Europe and acts to ensure consistency in the European self-regulatory approach. More on www.edaa.eu.
sponsors & exhibitors

**Exterro**  
Stand #36

Exterro is the only software platform built for managing all your e-discovery and privacy needs. Built on a simple concept of process optimisation, Exterro helps in-house legal and IT teams at Global 2000 and AmLaw 200 organisations improve and simplify e-discovery and data privacy activities. With Exterro’s orchestrated information governance, risk and compliance software suite, traditionally fractured and fragmented efforts are mended by orchestrating and automating tasks in a coordinated workflow across the entire process, reducing time, cost and associated risk.

**EY**  
Stand #14

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

**FilesKeeper**  
Stand #48

Did you know that Gartner named filerskeepers a 2019 a “Cool Vendor in Legal and Compliance Automation”? Filerskeepers provides multinationals insight into how long they should store their data based on legal requirements. We provide data retention schedules and the first ever data retention API to give insight into the legal maximum and minimum retention periods applicable in the countries relevant to them. This helps companies to justify why they are storing data (“for compliance with income tax rules”) and for how long (“for 10 years from the date following the end of the book year”). We currently have over 50 countries online with many more underway.

**FTI Consulting**  
Stand #31

FTI Technology helps clients manage their information governance programmes and the risk and cost of e-discovery with confidence. We collaborate with clients to deliver strategic solutions tailored to their unique legal requirements — from forensic data collection to cross border e-discovery to fully managed document review services. FTI use market leading e-discovery platforms Ringtail and Relativity, both of which are well known for their scalability and performance, powerful review and analytics capabilities, the ability to search across millions of documents in seconds, and for having flexible production capabilities.

**Global Data Review**  
Stand #28

Global Data Review (GDR) is the only intelligence platform that analyses the law and regulation of the use and trade of data around the world. As companies increasingly see all their data needs as closely intertwined and data law coalesces as a practice area, GDR provides the need-to-know information for in-house teams and the lawyers who advise them. GDR’s expert team anchors this rapidly-developing field of law with one information source and community touchpoint, across the spectrum of data privacy, cybersecurity, data localisation, AI, IP, IT, data litigation and related areas.

**Google**  
Stand #45

Google’s mission is to organize the world’s information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc. Making technology for everyone means protecting everyone who uses it.

**Hogan Lovells**  
Stand #13

Sophisticated data protection lawyers for complex data protection challenges. For more than 25 years, Hogan Lovells has been advising on an ever-expanding array of matters at the cutting edge of technology, law and policy. Recognised by Chambers as one of the world’s leading privacy practices, we provide insightful, practical and effective legal advice. Our lawyers are experienced in assisting with multi-jurisdictional projects and understand the complexities involved in dealing with laws and regulators across the globe. We stand ready to help you.
Hunton Andrews Kurth  Stand #30
Hunton Andrews Kurth’s Global Privacy and Cybersecurity practice is known throughout the world for its deep experience, breadth of knowledge and outstanding client service. Chambers and Partners, The Legal 500 and Computerworld magazine, all have named Hunton as a top firm for data protection, privacy and cybersecurity. In addition to our legal practice, we distinguish ourselves through our Centre for Information Policy Leadership, which boasts the active participation of more than 75 leading multinational corporations and organisations. For the latest resources in privacy, data protection and cybersecurity, visit www.huntonprivacyblog.com

Integris Software  Stand #15
Integris Software, the global leader in data privacy automation, helps you discover and control the use of sensitive data in a way that protects privacy and fuels innovation. You get a live map of your sensitive data where you can apply policies, surface issues, fulfill data subject requests, and automate remediations. Privacy is now critical to an effective data protection strategy. By sitting upstream from security, Integris tells you what data is important and why so you can be precise in your InfoSec controls. With Integris, there is finally a way to use your data without fear.

McDermott Will & Emery  Stand #25
McDermott Will & Emery partners with leaders around the world to fuel missions, knock down barriers and shape markets. With more than 20 locations across Europe, the United States and Asia, our team works seamlessly across practices, industries and geographies to deliver highly effective — and often unexpected — solutions that propel success. More than 1,100 lawyers strong, we bring our personal passion and legal prowess to bear in every matter for our clients and the people they serve.

Microsoft  Stand #22
Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

Munich Re  Stand #16
Munich Re’s user-friendly data privacy and risk management software solution supports your employees in managing IT-aided business processes, and thereby merges data privacy and IT security. Using an intuitive dialogue and workflow system, the solution classifies the data, compares data processing with legal requirements, documents the processes and explains step-by-step what needs to be done. All legally required documents such as record of processing activities, privacy impact assessment or retention period are automatically generated by the software. As a result, the tool identifies potential gaps and suggests technical and organisational measures that can be individually adapted to your needs.

Nymity  Stand #1
Nymity provides business-friendly privacy compliance software solutions that minimize time to compliance with the world’s privacy laws including the CCPA, GDPR, and LGPD. Nymity solutions reduce complexity and improve responsiveness to the business as they are based on four levels of research maintained in the only Expert Privacy Platform available in the market today. Nymity offers privacy compliance software solutions in three categories: knowledge solutions, assessment solutions and data subject requests solutions.

OneTrust  Stand #19
OneTrust is the #1 most widely used privacy, security and third-party risk technology platform trusted by more than 3,000 companies to comply with the CCPA, GDPR, ISO 27001 and hundreds of the world’s privacy and security laws. OneTrust’s three primary offerings include OneTrust Privacy Management Software, OneTrust PreferenceChoice™ consent and preference management software and OneTrust Vendorpedia™ third-party risk management software and vendor risk exchange. OneTrust is co-headquartered in Atlanta and in London, and has additional offices in Bangalore, San Francisco, Melbourne, New York, Munich and Hong Kong. Our fast-growing team surpasses 1,000 employees worldwide. To learn more, visit OneTrust.com.
OneTrust DataGuidance  Stand #7
OneTrust DataGuidance is a platform used by privacy professionals to monitor regulatory developments, mitigate risk and achieve global compliance. The platform includes focused guidance around core topics (i.e. GDPR, data transfers, breach notification, among others), Cross-Border Charts which allow you to compare regulations across multiple jurisdictions at a glance, a daily customised news service and expert analysis. These tools, along with in-house analysts who give personalised assistance regarding your specific research questions, provide a cost-effective and efficient solution to design and support your privacy programme.

Orrick  Stand #10
Orrick helps clients navigate the increasingly complex legal landscape surrounding data protection, privacy and cybersecurity. Our Cyber, Privacy & Data Innovation team proactively partners with clients to help them better understand and manage risk, implement best practices from governance to incident response, and address compliance obligations, while also responding to global cybersecurity incidents to protect clients’ brand and reputation when their future is on the line.

Privaci.ai  Stand #38
PrivacyPerfect  Stand #44
PrivacyPerfect offers a high-end GDPR compliance SaaS solution for organisations that want to take on compliance with ease. The simplicity and extensive functionality of the software makes it painless for legal counsels and DPOs to tackle data protection with efficiency, whilst having their efforts visible and transparent to everyone within the organisation. Easy administration of assessments, processing activities and data breaches. Providing privacy professionals full control and overview of everything that is happening for privacy in their organisation straightaway, in one dashboard. Accountability towards supervisory authorities, improved transparency towards customers, and furthering compliance. Don’t just be privacy compliant, be PrivacyPerfect.

Promontory, an IBM Company  Stand #41
Promontory, an IBM Company, is a leading strategy, risk management, and regulatory-compliance consulting firm. Its Privacy and Data Protection Practice provides advice on all aspects of privacy compliance, including strategy, programme development, employee data management, cross-border and multijurisdictional reviews, information security management, privacy impact assessments, audits, and specific technical advice. The team has more than 120 years of experience in privacy and information security and includes former regulators, data protection officers, chief privacy officers, chief security officers, DAPIX members, European Commission staff, and consultants.

RadarFirst  Stand #26
In today’s world of increasingly complex and changing privacy regulations, RadarFirst is the only software provider offering truly innovative solutions to data privacy challenges. With Radar, the patented SaaS-based incident response management platform, organisations are able to make consistent, defensible breach notification decisions in a fraction of the time. The Radar Breach Guidance Engine™ profiles and scores data privacy incidents and generates incident-specific notification guidelines to help ensure compliance with data breach laws as well as contractual notification obligations. Privacy leaders around the globe rely on RadarFirst for an efficient, consistent, and defensible solution for privacy incident response. Learn more at radarfirst.com.
Sponsors & Exhibitors

**Society of Corporate Compliance & Ethics  Stand #37**

The Society of Corporate Compliance and Ethics (SCCE) is a non-profit, member-based organisation dedicated to improving the quality of corporate governance, compliance, and ethics. Our events, products, and resources help our members stay up-to-date with the latest trends and regulations. We provide monthly magazines; weekly e-newsletters; conferences to help build networks and share best practices; and our Compliance Academies which both provide training in the basics of managing compliance and ethics programmes, and help candidates prepare for obtaining our certification, the Certified Compliance and Ethics Professional (CCEP) designation. Visit us at www.corporatecompliance.org.

**Squire Patton Boggs  Stand #48**

One of the world’s strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients from long established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in 44 offices across 19 countries on five continents provide unrivalled access to expertise.

**TrustArc  Stand #42**

TrustArc, the leader in privacy compliance and data protection for over two decades, offers an unmatched combination of innovative technology, expert consulting and TRUSTe certification solutions, that together address all phases of privacy programme management. The TrustArc Platform, fortified over seven years of operating experience across a wide range of industries and client use cases, along with our extensive services, leverage deep privacy expertise and proven methodologies, which have been continuously enhanced through thousands of customer engagements. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimise risk and build trust.

**Wilson Sonsini Goodrich & Rosati**

Our European privacy and data protection practice assists clients of all sizes in navigating data protection and privacy restrictions by balancing their business needs, legal requirements, regulators’ enforcement priorities, and market practices. With attorneys located in Brussels and London, we help our clients innovate and grow while mitigating the risks related to EU data protection law. We advise on all aspects of EU data protection and privacy law, including the implementation of the General Data Protection Regulation, global compliance, international data transfers strategy, data breaches and cybersecurity incidents, transactional privacy, contract negotiation, regulatory investigations, litigation before national courts and the European Court of Justice, and policy work with the European institutions.

**WireWheel  Stand #34**

WireWheel enables responsible data stewardship with a central, easy-to-use platform that improves collaboration throughout the entire data supply chain. We simplify privacy challenges into actions companies must take to build trust with customers and meet regulators’ requirements: Subject Rights Requests (SRRs), Privacy Impact Assessments (PIAs), data inventory and flow mapping, data discovery and classification, and vendor privacy management. As a result, organisations can accelerate privacy compliance, build trust with customers, and accelerate sales.

**Wolters Kluwer  Stand #56**

Is your organisation already GDPR-compliant? Or are you unsure of how to get started? We can support you in this process. Due to our expertise in law and years of experience in the area of business solutions, Wolters Kluwer is the perfect partner to assist you with your GDPR policy. Discover the right solution for every step of the way: publications, training courses, consultancy and GDPR Compliance Software.
Go make it. We’ll protect it.

We all have a mission. Core to our mission is protecting yours. It’s why we focus on security from the beginning. Because of that, we’re able to help protect every customer we serve. Whether you’re pioneering advancements in healthcare or building the future of education, Google Cloud helps to keep your organization safe.

See how we do it at g.co/cloudsecure

Reduce risk. Cut costs. Secure data.

Our information governance experts help develop and implement privacy programmes and solutions that reduce compliance risk, cut costs, secure data and enable faster and deeper insight into data.

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Our most sincere gratitude goes to the Congress programme chairs for their significant contributions and efforts toward building this year’s programme.

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how to win a free pass

Your opinion counts, so tell us what we are doing well and what we could do better. We will email you an evaluation form after the conference. Complete the evaluation and earn a drawing entry to win a FREE pass to a 2020 IAPP conference! You can submit feedback on individual sessions via the IAPP Events App, free on iTunes or Google Play.

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Sincere thanks also go to the members of the European Advisory Board for their commitment and effort toward ensuring world-class programming at the Congress.

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CHECK OUT THESE UPCOMING EVENTS

We hope to see you next year!

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Training 16-17 November
Workshops 17 November
Conference 18-19 November
Brussels

IAPP Data Protection Intensive: France 2020
12-13 February
Paris

IAPP Data Protection Intensive: UK 2020
Training 9-10 March
Workshops 10 March
Conference 11-12 March
London

IAPP Global Privacy Summit 2020
Training 5-6 May
Active Learning 6 May
Conference 7-8 May
Washington, DC

IAPP Data Protection Intensive: Nederlands 2020
9-10 June
The Hague

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Managing and protecting your data

We offer a unique combination of legal, regulatory and policy experts around the globe, who provide pragmatic, cost-effective data privacy solutions.

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Wilson Sonsini Goodrich & Rosati has a global and cross-disciplinary team of experienced professionals that helps companies—from start-ups to industry leaders—navigate the complex laws, regulations, and industry standards that govern the collection, storage, and use of information. Visit www.wsgr.com to learn more about our privacy and cybersecurity practice, and visit The WSGR Data Advisor at www.wsgrdataladvisor.com for updates about emerging privacy and cybersecurity developments.

At the Forefront of Global Privacy and Cybersecurity Law

WireWheel's platform is your end-to-end path to compliance helping your organisation comply with today's CCPA and GDPR requirements while remaining ready for any future regulatory regimes, minimising legal risks and reducing time and effort it takes to respond to data subject requests.

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notes
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