"An excellent way to understand the issues and how they are seen by practitioners and regulators in numerous jurisdictions."

Olga Ganopolsky, General Counsel, Macquarie, Australia

Privacy in a Connected World

St John’s College, Cambridge, UK
6-8 July 2015
www.privacylaws.com/annualconference
Conference at a glance

50 SPEAKERS FROM 11 COUNTRIES

- Australia
- Belgium
- Canada
- France
- Hong Kong
- Hungary
- Ireland
- Netherlands
- United Arab Emirates
- United Kingdom
- USA

12 REASONS TO JUSTIFY YOUR CONFERENCE FEE

1. Make personal contact with privacy regulators and decision-makers from many countries
2. Gain tools to do your job better
3. Attend sessions on your most pressing privacy problems
4. Learn from models of company good practice
5. Discuss your own issues with lawyers from many countries
6. Find out the strengths and weaknesses of your policies
7. Learn what does/does not work
8. Reduce your risk by making assessments of grey areas
9. Look ahead: understand privacy trends which impact everyone
10. Plan ahead for data breaches
11. Exchange experience by networking with your peers
12. Increase your Return on Investment by getting privacy right

11 KEY CONFERENCE THEMES

- Privacy in a connected world: tracking, wearable tech, drones, connected cars; Big Data
- Reports: China; France; Hong Kong; Ireland; the Netherlands; Qatar, Saudi Arabia and the United Arab Emirates; United Kingdom; USA; the European Data Protection Supervisor; the Global Privacy Enforcement Network
- Managing a global privacy function
- E-commerce
- US Safe Harbor
- Progress report on the EU Data Protection draft Regulation
- Surveillance
- The International Privacy Law Library
- Practical privacy management: Research; Subject access; Privacy risks and Privacy by Design; Privacy Impact Assessments; Cloud; Audits
- Hiring private investigators
- Your privacy career

DETAILED PROGRAMME AND REGISTRATION

- www.privacylaws.com/annual_conference/Programme/
- www.privacylaws.com/annual_conference/Register-for-2015-conference/

THANKS TO OUR SPONSORS

The BT Logo is a registered trade mark of British Telecommunications public limited company
Pre-Conference ~ Sunday 5th July

18.45 Drinks
(all welcome but pre-booking requested)

19.30 Dinner in the Wordsworth Room, St. John’s College
(limited number of places, pre-booking required)

Monday 6th July

Connected World and Enforcement

8.00 – 17.30 Registration

7.30 – 8.45 Breakfast

9.00 Chairman’s introduction: Privacy in a Connected World
Stewart Dresner, Chief Executive, Privacy Laws & Business

9.15 Global proliferation of data privacy laws: Future implications and European influences
Professor Graham Greenleaf, University of New South Wales, Australia and Asia-Pacific Editor, Privacy Laws & Business International Report

10.00 A better resourced data protection regime: The Irish Data Protection Commissioner’s expanded regulatory priorities
Helen Dixon, Data Protection Commissioner, Ireland

10.40 Coffee (sponsored by Dentons)

11.05 Unforeseen events and their consequences when managing a global privacy function
Olga Ganopolsky, General Counsel, Privacy and Data Legal and Governance, Group Legal, Commercial, Macquarie Group, Australia

11.45 What Epsilon is doing to comply with the US Safe Harbor and how its privacy policies and practices vary in different countries
Jeanette Fitzgerald, Executive VP, General Counsel & Chief Privacy Officer, Epsilon, USA
Chair: Laura Linkomies, Editor, Privacy Laws & Business UK and International Reports

Parallel sessions

12.15 Parallel 1: Privacy in Qatar, Saudi Arabia and the United Arab Emirates
An overview of the laws relevant to privacy and cyber security for organizations doing business in these countries
Brian Meenagh, Latham & Watkins, United Arab Emirates
Chair: Simon McDougall, Managing Director, Promontory, London

12.15 Parallel 2: Consensual tracking for insurance purposes
Insure The Box Case Study: How to demand more from the data in your car
Helena Wootton, Partner, Browne Jacobson, UK
Charlotte Halkett, Marketing Actuary, Insure The Box, UK
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business

13.00 Lunch in the Hall

14.00 Wearable tech
Wearable technologies: Privacy, data security, associated risks and recommendations
Dr Mark Watts, Managing Partner, and Faye Harrison, Associate, Bristows, London
Chair: Dr Simon Rice, Group Manager (Technology) Information Commissioner’s Office, UK

Privacy Laws & Business 28th Annual International Conference 6 - 8 July 2015
www.privacylaws.com/annualconference
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>14.45</td>
<td><strong>Parallel 1: Drones</strong></td>
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<td><em>Eye in the sky: Drones, privacy and the law</em></td>
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<td>Peter Lee, Senior Associate, Taylor Vinters, Cambridge</td>
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<td>A privacy code of practice for drones</td>
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<td>Attila Péterfalvi, President, National Authority for Data Protection and Freedom of Information, Hungary</td>
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<td>Chair: Dr Simon Rice, Group Manager (Technology) Information Commissioner’s Office, UK</td>
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<td>14.45</td>
<td><strong>Parallel 2: Hong Kong</strong></td>
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<td>How amendments to Hong Kong’s Personal Data Ordinance are impacting business</td>
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<td>Fanny Wong, Deputy Privacy Commissioner, Hong Kong</td>
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<td><strong>Enforcement</strong></td>
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<td>15.30</td>
<td><strong>USA</strong></td>
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<td>The FTC’s privacy leadership role in the US</td>
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<td>Julie Brill, Commissioner, Federal Trade Commission, Washington DC</td>
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<td>Chair: Stewart Dresner, Chief Executive, Privacy Laws &amp; Business</td>
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<td>15.50</td>
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<td>16.15</td>
<td><strong>The CNIL’s compliance programme in France</strong></td>
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<td>Florence Raynal, Head, European and International Affairs Department, the CNIL, France</td>
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<td>16.35</td>
<td><strong>The Netherlands DPA’s programme of enforcement, cooperation and building bridges</strong></td>
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<td>Wilbert Tomesen, Deputy Chairman, the Netherlands DP Authority</td>
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<td>16.55</td>
<td><strong>“The ICO is in the possibilities business more than the prohibition business”</strong></td>
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<td>Christopher Graham, Information Commissioner, UK</td>
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<td>17.15</td>
<td><strong>The DPAs’ Global Privacy Enforcement Network</strong></td>
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<td>Chair: Nicholas Graham, Partner, Dentons, UK</td>
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<td>17.40</td>
<td><strong>Close</strong></td>
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<td>18.00</td>
<td><strong>Guided walk around Cambridge or visit St John’s College 17th century Old Library</strong></td>
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<td>18.45</td>
<td><strong>Drinks</strong></td>
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<td>19.30</td>
<td><strong>Dinner in the Hall</strong></td>
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### Notes

1. Time is scheduled for discussion in each session.
2. Speakers are confirmed. However, conference content/timing/speakers may change.
3. Buffet lunches and 3 course dinners (within the time frame of your attendance) are included in the conference fees.
4. Registration, single accommodation costs and further information at www.privacylaws.com/annualconference
**Tuesday 7th July**

**E-commerce; EU Data Protection draft Regulation; Surveillance**

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<tr>
<td>8.00 – 17.30</td>
<td>Registration</td>
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<td>7.30 – 8.45</td>
<td>Breakfast in the Buttery</td>
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| 9.00 | **Progress report on the EU Data Protection draft Regulation**  
Bruno Gencarelli, Head of Unit, Data Protection, Directorate-General for Justice, European Commission, Brussels  
Giovanni Buttarelli, European Data Protection Supervisor, Brussels  
Isabelle Falque-Pierrotin, President, CNIL, France and Chair, EU Art. 29 DP Working Party  
Christopher Graham, Information Commissioner, UK  
Chair: Richard Cumbley, Partner, Linklaters, London |
| 10.30 | Coffee (sponsored by Dentons)              |
| 10.50 | **Parallel 1: E-commerce**  
Revision of the EU ePrivacy Directive: Cookies, unsolicited direct marketing messages, processing of location data  
Jos Dumortier, time.lex – information & technology law, Brussels  
The impact of new privacy legislation on e-commerce and online payments  
Micah Thorner, General Counsel, Ingenico e-Payments, Global Collect Services, the Netherlands  
Chair: Valerie Taylor, Consultant, Privacy Laws & Business |
| 10.50 | **Parallel 2: US-EU Safe Harbor at 15**  
The facts around compliance and enforcement  
Chris Connolly, Galexia, Australia  
Chair: Giovanni Buttarelli, European Data Protection Supervisor, Brussels |
| 11.35 | The US-EU Safe Harbor: Keeping it afloat into the future  
Julie Brill, Commissioner, Federal Trade Commission, Washington DC  
Bruno Gencarelli, Head of Unit, Data Protection, Directorate-General for Justice, European Commission, Brussels  
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business |
| 12.05 | Holding onto core Data Protection values  
An alternative approach if the current negotiations on the EU DP Regulation fail  
Dr David Erdos, Lecturer in Law and the Open Society, Trinity Hall, University of Cambridge |
| 12.15 | United Kingdom  
The Information Commissioner’s future priorities  
Christopher Graham, Information Commissioner, UK  
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business |
| 13.00 | Lunch                                       |
| 14.00 | European Data Protection Supervisor  
The new European Data Protection Supervisor’s Priorities  
Giovanni Buttarelli, European DP Supervisor, Brussels |
| 14.30 | Preparing now for the EU Data Protection Regulation  
Eduardo Ustaran, Partner, Hogan Lovells, UK  
Chair: Valerie Taylor, Consultant, Privacy Laws & Business |
15.00 **Parallel 1: Legitimate interests**
How Experian makes legitimate interests work: A model for other sectors?
Janet Lane, Privacy Counsel, and Michael Smith, Deputy General Counsel, Experian, UK
Chair: Gail Crawford, Partner, Latham & Watkins, London

15.00 **Parallel 2: One Stop Shop**
Your main establishment in the EU and the impact of this decision in the context of the EU Data Protection draft Regulation
Laura Lemire, Attorney, Microsoft, Redmond, USA; Karolina Mojzesowicz, Head of DP Reform, D-G Justice, European Commission, Brussels; John Bowman, Promontory, London; Florence Raynal, CNIL, France
Chair: Charlotte Mullarkey, Senior PSL, Allen & Overy, UK

15.45 Tea (sponsored by Dentons)

16.05 **Parallel 1: Connected cars**
Kirsten Whitfield, Director, Wragge Lawrence Graham, UK
Tim Armitage, Project Director, UK Autodrive, (leading the UK’s driverless car consortium), Arup, UK
Chair: Elizabeth Denham, Information and Privacy Commissioner, British Columbia, Canada

16.05 **Parallel 2: China**
China’s many data privacy laws: Convergence and enforcement
Professor Graham Greenleaf, University of New South Wales, Australia and Asia-Pacific Editor, Privacy Laws & Business
Chair: David Trower, Executive Director, Global Privacy, PPD, Cambridge

Surveillance

16.50 **Always listening? Government agencies, telcos and their access to your private data in Europe and Asia**
Richard Cumbley, Partner and Peter Church, Counsel, Linklaters, London
Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business

17.30 Close

18.00 Punting on the River Cam or guided walk around St John’s College’s gardens

18.45 Drinks (sponsored by Linklaters)

19.30 Dinner in the Hall (sponsored by Microsoft)
Wednesday 8th July
Practical privacy management

8.00 – 14.00  Registration

7.30 – 8.45  Breakfast in the Buttery

9.00  Research
The International Privacy Law Library
Professor Graham Greenleaf, University of New South Wales, Australia and Asia-Pacific Editor, Privacy Laws & Business

9.20  Big Data
Big Data and the Internet of Things in the EU, US and Asia
Alan Charles Raul, Partner, Sidley Austin, USA
Big Data & Privacy: Finding the Right Balance
Mike Yeh, Assistant General Counsel, Microsoft, Redmond, USA
Chair: Emilia Chantzi, Director, Global Data Privacy Officer, BT Global Services, UK

10.10  Assessing privacy risks and Privacy by Design
How to measure privacy effectiveness using the Privacy by Design methodology
Tom Widgery, Director, Privacy & Information Security Governance, SVB Financial Group, USA
How to deliver accountability and build a privacy program based on privacy risk management
Steve Wright, Chief Privacy Officer, Unilever, UK
Chair: Bojana Bellamy, President, Centre for Information Policy Leadership, Hunton & Williams, London, UK

11.00  Coffee

11.20  Privacy Impact Assessments
Data flow mapping as a preparation for effective privacy impact assessments
Erik Luysterborg, Partner, Deloitte, Belgium

12.10  Cloud
Addressing privacy concerns in cloud services
Jon Bartley, Partner, Penningtons Manches, UK
Ross Woodham, Director, Legal Affairs, Peer1 Hosting, Canada and the UK
Lien Ceulemans, Senior Corporate Counsel EMEA, Privacy, Salesforce, UK
Chair: Valerie Taylor, Consultant, Privacy Laws & Business

13.00  Lunch

14.00  Audit
Preparing for an ICO audit

14.45  ICO Enforcement
Operation Spruce, on the hiring of private investigators by major companies and others
Stephen Eckersley, ICO Head of Enforcement, UK
Chair: Stewart Dresner, Chief Executive, Privacy Laws and Business

15.30  Your privacy career roundtable discussion: Skills for success as a data protection manager at different stages of your career
Chair: Emilia Chantzi, Director, Global Data Privacy Officer, BT Global Services, UK

16.00  Close and Tea
Conference speakers and chair persons

DATA PROTECTION AUTHORITIES AND INTERNATIONAL ORGANISATIONS
- Christopher Graham, Information Commissioner, UK
- Isabelle Falque-Pierrotin, President, CNIL, France and Chair, EU Art. 29 DP Working Party
- Giovanni Buttarelli, European DP Supervisor, Brussels
- Julie Brill, Federal Trade Commissioner, USA
- Wilbert Tomesen, Deputy Chairman, The Netherlands DP Authority
- Attila Péterfalvi, DPA, Hungary
- Helen Dixon, DP Commissioner, Ireland
- Stephen Eckersley, ICO Head of Enforcement, UK
- Bruno Gencarelli, Head of Unit, Data Protection, D-G Justice, European Commission, Brussels
- Simon Rice, Group Manager (Technology) Information Commissioner’s Office, United Kingdom
- Fanny Wong, Deputy Privacy Commissioner, Hong Kong
- Elizabeth Denham, Information and Privacy Commissioner, British Columbia, Canada
- Florence Raynal, Head of the Department of European and International Affairs, CNIL, France
- Karolina Mojzesowicz, Head of DP Reform, D-G Justice, European Commission, Brussels

COMPANIES
- Jeanette Fitzgerald, Executive VP, General Counsel & Chief Privacy Officer, Epsilon, USA
- Tom Widgery, Director, Privacy & Information Security Governance, SVB Financial Group, USA
- Janet Lane, and Michael Smith, Experian, UK
- Olga Ganopolsky, General Counsel, Privacy and Data Legal and Governance, Group Legal, Commercial Macquarie Group, Australia
- Micah Thorner, General Counsel, Ingenico e-Payments, Global Collect Services, the Netherlands
- Tim Armitage, Associate Director, Arup and Project Director, UK Autodrive, the Driverless Car Project
- Charlotte Halkett, Marketing Actuary, Insure The Box, UK
- Ross Woodham, Director, Legal Affairs, Peer1 Hosting, Canada
- Laura Lemire, Attorney, Microsoft, USA
- Emilia Chantzi, Director, Global Data Privacy Officer, BT Global Services, UK
- Lien Ceulemans, Senior Corporate Counsel EMEA, Privacy, Salesforce, UK
- Mike Yeh, Asst. General Counsel, Microsoft, USA
- Steve Wright, Chief Privacy Officer, Unilever, UK
- David Trower, Director, Global Privacy, PPD, Cambridge

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- Dr Mark Watts and Faye Harrison, Bristows, UK
- Eduardo Ustaran, Partner, Hogan Lovells, UK
- Brian Meenagh, Latham & Watkins, Qatar
- Alan Charles Raul, Sidley Austin, USA
- Kirsten Whitfield, Wragge Lawrence Graham, UK
- Peter Lee, Taylor Vinters, Cambridge, UK
- Nicholas Graham, Partner, Dentons, London
- Jos Dumortier, time.lex, Brussels
- Helena Wootton, Partner, Browne Jacobson, UK
- Jon Bartley, Partner, Penningtons Manchester, UK
- Richard Cumbley, Partner, Linklaters, London
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- John Bowman, Promontory, UK
- Erik Lysterborg, Deloitte, Belgium
- Chris Connolly, Galexia, Australia
- Simon McDougall, MD, Promontory, UK

ACADEMICS/NOT FOR PROFIT
- Dr David Erdos, Lecturer in Law and the Open Society, Trinity Hall, University of Cambridge

PRIVACY LAWS & BUSINESS
- Stewart Dresner, Chief Executive
- Laura Linkomies, Editor
- Professor Graham Greenleaf, Asia Pacific Editor, and University of NSW, Australia
- Valerie Taylor, Consultant

Privacy Laws & Business’s 29th Annual International Conference
St John’s College, Cambridge, 4-6 July 2016