

# Navigating GDPR

*The art of the possible*

31st Annual International Conference  
2-4 July 2018, St. John's College, Cambridge, UK



## Conference Themes

- ▶ National and companies' GDPR implementation
- ▶ Adequacy of the UK and other 3rd countries
- ▶ The United Kingdom's Data Protection Act 2018
- ▶ DPA fines, other sanctions and collective action
- ▶ Personal data as an asset in a digital world
- ▶ The European Data Protection Board
- ▶ The GDPR and the EU e-Privacy Regulation
- ▶ Blockchain as a data protection/security tool
- ▶ Cloud, data sovereignty and the Internet of Things
- ▶ Privacy by Design co-operative workshop

"Professionals come together and talk about the privacy issues of the day in a beautiful academic setting."

**PETER FLEISCHER**  
GLOBAL PRIVACY COUNSEL, GOOGLE





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## *The art of the possible*

**31st Annual International Conference**  
2-4 July 2018, St. John's College, Cambridge, UK

### 50+ SPEAKERS FROM 13 COUNTRIES IN 3 DAYS

Many of the speakers attend the entire conference, providing you with an ideal opportunity to have direct contact with the key decision-makers and privacy managers of some of the world's most iconic companies, leaders in their fields.

Gain professionally by networking with your peers. Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.



Punting on the River Cam, St John's College

### A HISTORIC LOCATION

St. John's College was founded in the 16th century and is a beautiful conference centre, combining the best of old Cambridge atmosphere with modern facilities.

Stay in historic or new bedrooms, all with modern *en suite* facilities. Enjoy first-rate cuisine in the medieval dining hall. Explore the quiet gardens, in a tranquil setting on both sides of the River Cam.

**N**AVIGATING THROUGH ROUGH WATER takes skill and experience. The GDPR is a long and complex mix of principles and practical steps making it a challenge for everyone. This year's conference theme is the art of the possible reflecting a realistic assessment of the task ahead. We start from different points of the compass and may have a common map but there is no clear finishing line.

How do you plot your route? Companies will share their experience and future plans, and lawyers will offer their advice. Policy-makers from the European Commission and the United Kingdom will explain their direction and Data Protection Authorities from Belgium, France, Iceland, Ireland and the UK will provide guidance.

With the ocean of personal data engulfing the world, constructing and implementing credible privacy policies and practices are ongoing tasks. This conference will help you achieve your aims by encouraging you to take a fresh look at the way you communicate and engage with everyone whose personal data you process.

The UK is casting off its moorings by leaving the European Union. How will its claim of EU adequacy compare with those of Canada, Japan and Korea? The conference also includes sessions on the UK's Data Protection Act 2018, the one stop shop, Big Data, Artificial Intelligence, genetics, competition law, cloud services, Privacy by Design, the Internet of Things, accountability, fines, an update on the EU E-Privacy Regulation, the EU Data Protection Board, identification/de-identification, and the role of Data Protection Officers.

The trusty familiar vessels of the last 20+ years are no longer seaworthy. Together we will scan the horizon for new tools and techniques to help you navigate the stronger legal duties and privacy values so you will keep afloat in future stormy weather.

### WHO ATTENDS

- ▶ Chief Privacy Officers
- ▶ Data Protection Managers & Staff
- ▶ Lawyers
- ▶ DP Advisers & Trainers
- ▶ IT Security Managers
- ▶ Database Managers
- ▶ Consultants & Auditors
- ▶ Marketing & HR Managers

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# Navigating GDPR

## *The art of the possible*

## Conference Programme

**31st Annual International Conference**  
2-4 July 2018, St. John's College, Cambridge, UK

### SUNDAY, 1 JULY 2018

**16.00-17.45** Registration in the Fisher Building

**18.45** Drinks in First Court

All welcome but pre-booking requested

**19.30** Dinner in the Wordsworth Room

All welcome but limited number of places, pre-booking required

### MONDAY, 2 JULY 2018

**07.30-08.45** Breakfast in The Buttery

**08.00-17.30** Registration in the Fisher Building

**09.00** Chairman's introduction – Navigating GDPR: The art of the possible

*Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

**09.15** Big data, purpose use limitation and ethics under the GDPR – Opportunity or Gordian Knot?

*Ellis Parry*, Global Privacy Lead, BP, UK

*Dyann Heward-Mills*, Founder/CEO, HewardMills, UK

*Diana Lopez*, Country Privacy Advisor, UK/Ireland, GSK, UK

**09.55** Questions & Answers

Chair: *Simon McDougall*, Managing Director, Promontory, UK

**10.20** Going for Certification: The added value of a certification scheme to achieve GDPR compliance

*Philippe Jeanmart*, Technical, Quality and Risk Senior Vice President, Bureau Veritas, France

**10.40** Questions & Answers

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

**10.50** Coffee

**11.20** Managing data as an asset in a digital world

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

**11.50** Questions & Answers

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

### Sponsors



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### Parallel Session: Shifting Business Models – Lessons from the entertainment industry

Chair: **Leena Kuusniemi**, Senior Legal Counsel, Leegal, Finland

#### 12.05 The GDPR: On stage or back stage?

**Helena Verhagen**, Co-Founder,  
Privacy Valley, Netherlands

#### 12.35 Questions & Answers

### Parallel Session: Genetics

Chair: **Dr. David Erdos**, Lecturer in Law and the Open Society, WYNG Fellow in Law, Trinity Hall, University of Cambridge, UK

#### 12.05 Knowing me, knowing you: Researching Iceland's genetic data

**Helga Þórisdóttir**, Commissioner,  
Data Protection Authority, Iceland

#### 12.25 Genetic testing kits: Privacy, secondary use and other legal risks

**Dr. Andelka Phillips**, Assistant Professor in Information Technology Law, Trinity College, Dublin, Ireland

#### 12.45 Questions & Answers

### 13.00 Lunch in the Hall

#### 14.00 Nowhere to hide: Competition and privacy regulators shine spotlights on privacy policies

**Gail Crawford**, Partner, Latham & Watkins, UK  
**Lars Kjolbye**, Partner, Latham & Watkins, Belgium

#### 14.45 Questions & Answers

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

### Parallel Session: The Cloud

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

#### 15.00 Cloud, Data localisation and Privacy by Design

**Thomas Otter**, Global Vice-President,  
Product Management, SAP, Germany

**Caroline Tahon**, Senior Director,  
Legal Project Manager, SAP SuccessFactors, France

#### 15.30 Questions & Answers

### Parallel Session: Nordic Countries

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

#### 15.00 National implementation of the GDPR in the Nordic countries

**Maria Holmström Mellberg**, Founder and  
Legal Advisor, Mellberg Advisory, Sweden

#### 15.30 Questions & Answers

### 15.45 Tea

#### 16.15 Building Data Protection by Design into a Cloud Service for the Internet of Things

**Andrea Reiner**, Senior Counsel, ARM, UK

#### 16.45 Questions & Answers

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

### Parallel Session: Accountability

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

#### 16.55 Operationalise Accountability and Privacy by Design: What to automate in your Privacy Programme

**Kabir Barday**, Chief Executive, OneTrust, USA

**Dale Sunderland**, Deputy Data  
Protection Commissioner, Ireland

#### 17.20 Questions & Answers

### Parallel Session: Fines

Chair: **Mark Keddie**, Global Data Protection Officer,  
Dentsu Aegis Network, UK

#### 16.55 The first big fine: Who will get it and how to avoid it

**Eduardo Ustaran**, Partner, Hogan Lovells, UK

#### 17.20 Questions & Answers

### 17.30 Close

#### 18.00 Guided walks: Cambridge or St. John's College Gardens

#### 18.45 Drinks

#### 19.30 Dinner in the Hall Cabaret: Gentlemen of St John's choir

## TUESDAY, 3 JULY 2018

**07.30-08.45** Breakfast in The Buttery

**08.00-17.30** Registration in the Fisher Building

### 09.00 EU data adequacy decisions

**Bruno Gencarelli**, Head of the International Data Transfers and Protection Unit, European Commission  
**Jade Nester**, Director, Consumer Policy, GSMA, UK  
**David Smith**, Special Advisor, Allen and Overy, UK

**Elisabeth Stafford**, Head of EU Data Flows, EU and International Data Protection, Department for Digital, Culture, Media and Sport, UK  
Chair: **John Bowman**, Senior Principal, Promontory, UK

### 09.45 Questions & Answers

#### Parallel Session: EU E-Privacy Regulation

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

### 09.55 EU e-Privacy Regulation Update: Double toil and trouble?

**Peter Church**, Counsel; and  
**Georgina Kon**, Partner, Linklaters, UK  
**Elisabeth Stafford**, Head of EU Data Flows, EU and International Data Protection, Department for Digital, Culture, Media and Sport, UK

### 10.25 Questions & Answers

#### Parallel Session: EU Adequacy

Chair: **Bruno Gencarelli**, European Commission, Brussels

### 09.55 APEC-CBPRs back doors and Free Trade Agreements in Asia-Pacific: Fundamental conflicts with EU adequacy?

**Professor Graham Greenleaf**, Asia-Pacific Editor, *Privacy Laws & Business*, Australia

### 10.25 Canada's law EU adequate for now but changes needed?

**Professor Colin Bennett**, Department of Political Science, University of Victoria, Canada

### 10.35 Questions & Answers

### 10.45 Coffee

### 11.15 More DPA powers, more influence: From WP29 to the EU Data Protection Board

**Willem Debeuckelaere**, Chair, Data Protection Commission, Belgium and Vice-Chair, European DP Board, Brussels

### 11.30 Questions & Answers

### 11.35 DPA perspective on national consistency: Inside the EU

**Florence Raynal**, Head, European and International Affairs, CNIL, France

### 11.50 Iceland's data protection law from a European Economic Area perspective

**Helga Þórisdóttir**, Commissioner, Data Protection Authority, Iceland

### 12.05 Questions & Answers

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

### 12.15 Artificial Intelligence: Can machines learn how to comply with the GDPR?

**Nigel Houlden**, Head of Technology, ICO, UK

### 12.50 Questions & Answers

Chair: **Professor Graham Greenleaf**, Asia-Pacific Editor, *Privacy Laws & Business*, Australia

### 13.00 Lunch in the Hall

### 14.00 Blockchain demystified: What it is and data protection implications

**Dr. Jatinder Singh**, EPSRC Research Fellow, Department of Computer Science and Technology, University of Cambridge and Member of St. John's College, Cambridge, UK  
**Nigel Houlden**, Head of Technology, ICO, UK; and **Peter F. McLaughlin**, Partner, Burns & Levinson LLP, USA  
Chair: **Christopher Millard**, Professor of Privacy and Information Law, QMUL, and Senior Counsel, Bristows, UK

#### Parallel Session: Blockchain

### 14.45 Blockchain demystified (continued) Questions & Answers

#### Parallel Session: Innovation

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

### 14.45 Data compliance for innovators and disruptors **Rob Sumroy**, Partner, Slaughter and May, UK **Henry Bennett**, Head of Legal, Babylon Health, UK

### 15.15 Questions & Answers

### 15.30 Tea

### 16.00 GDPR: The unintended consequences

**Paul Lavery**, Partner, Head of Technology & Innovation Group, McCann FitzGerald, Ireland

### 16.20 Questions & Answers

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



**16.30** Post-Brexit tensions between the UK and the GDPR  
*Oliver Butler*, Fellow by Special Election in Law, Wadham College, University of Oxford, UK

**16.50** Questions & Answers  
Chair: *Richard Cumbley*, Partner, Linklaters, UK

#### Parallel Session: United Kingdom

Chair: *John Bowman*, Senior Principal, Promontory, UK

**17.00** New aspects of the UK's Data Protection Act 2018  
*Judith Jones*, Group Manager, Central Government Team, ICO, UK

**17.20** Questions & Answers

**17.45** Close

**18.45** Drinks (sponsored by **LINKLATERS**)

#### Parallel Session: Ireland

Chair: *Karolina Mojesowicz*, Deputy Head, Data Protection Unit, European Commission, Brussels

**16.50** Ireland as a lead authority under the GDPR and operation of the one stop shop  
*Dale Sunderland*, Deputy DP Commissioner, Ireland

**17.20** Questions & Answers

**18.00** Punting on the River Cam

**19.30** Dinner in the Hall

## WEDNESDAY, 4 JULY 2018

**07.30-08.45** Breakfast in The Buttery

**08.00-13.00** Registration in the Fisher Building

**09.00** Finding the Data Protection 'Sweet Spot' – Using consumer evidence to build a risk based DP strategy  
*David Cole*, Managing Director, fastmap, UK; and *Richard Merrygold*, Director of Group DP, HomeServe, UK

**09.30** Questions and Answers

#### GDPR implementation

**09.40** Building bricks rather than ticking boxes  
*Steve Wright*, Data Protection & Information Security Officer, John Lewis Partnership, UK

**09.55** Achieving a harmonised global privacy framework based on the GDPR  
*Richard Merrygold*, Director of Group Data Protection, HomeServe, UK

**10.10** Risk-based GDPR training 77,000 staff in multiple languages and countries  
*Asi DeGani*, Head of Digital Learning, Kingfisher, UK

**10.25** Questions and Answers  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

**10.45** Coffee

#### Parallel Session: Identification/de-identification

Chair: *David Trower*, Global Director, PPD, UK

**11.15** The challenges of privacy in the connected store – The future of retail and privacy  
*James Leaton Gray*, Director, Deloitte, UK; and *Ben Steward*, Digital Disruptor Lead, Deloitte Digital

**11.45** Questions and Answers

**12.05** Demystifying de-identification: A practical workshop for privacy professionals  
*Anna Johnston*, Director, Salinger Privacy, Australia

**12.40** Questions and Answers

**13.00** Lunch in the Hall

#### Parallel Session: Privacy by Design Co-operative Workshop 1

**11.15** Transparency for individuals when signing up for a digital service  
*Stewart Allen* and *Myria Solorzano*, Senior Associates, Claro Partners, Spain

#### Parallel Session: Data Protection Officers

Chair: *Dyann Heward-Mills*, Founder/CEO, HewardMills, UK

**14.00** Internal or external Data Protection Officers?  
*Kamini Bharvada*, Senior DP Counsel, Aviva, UK; *Rafi Azim-Khan*, Partner, Pillsbury, UK; *Roger Baker*, Managing Consultant, Zephira, UK; *Mark Keddie*, Global DP Officer, Dentsu Aegis Network, UK; *David Trower*, Director Global Privacy, PPD, UK

**16.00** Close and Tea

#### Parallel Session: Privacy by Design Co-operative Workshop 2

**14.00** Control when managing data collected at different stages of a digital service  
*Stewart Allen* and *Myria Solorzano*, Senior Associates, Claro Partners, Spain

Note: Speakers are confirmed as at 27th June 2018 but the dates and timings of sessions may change.

# Speakers & Chairs By Sector

## Data Protection Authorities and Policy Makers

**Helga Þórisdóttir**, Commissioner,  
Data Protection Authority, Iceland

**Willem Debeuckelaere**, Chair, Data Protection Commission,  
Belgium and Vice-Chair, European DP Board, Brussels

**Bruno Gencarelli**, Head of the International Data Transfers  
and Protection Unit, European Commission, Brussels

**Nigel Houlden**, Head of Technology, ICO, UK

**Judith Jones**, Group Manager,  
Central Government Team, ICO, UK

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

**Florence Raynal**, Head, European and  
International Affairs Department, CNIL, France

**Elisabeth Stafford**, Head of EU Data Flows,  
EU and International Data Protection,  
Department for Digital, Culture, Media and Sport, UK

**Dale Sunderland**, Deputy Commissioner,  
Office of the Data Protection Commissioner, Ireland

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## Companies

**Stewart Allen**, Senior Associate, Claro Partners, Spain

**Roger Baker**, Managing Consultant, GDPR, Zephira, UK

**Kabir Barday**, Chief Executive, OneTrust, USA

**Kamini Bharvada**, Senior DP Consultant, Privacy Eagle, UK

**John Bowman**, Senior Principal, Promontory, UK

**David Cole**, Managing Director and Founder, fastmap, UK

**Henry Bennett**, Head of Legal, Babylon Health, UK

**Asi DeGani**, Head of Digital Learning, Kingfisher, UK

**Dyann Heward-Mills**, Founder and CEO, HewardMills, UK

**Philippe Jeanmart**, Technical, Quality and  
Risk Senior Vice President, Bureau Veritas, France

**Anna Johnston**, Director, Salinger Privacy, Australia

**Mark Keddie**, Global DP Officer, Dentsu Aegis Network, UK

**James Leaton Gray**, Deloitte and The Privacy Practice, UK

**Diana Lopez**, Country Privacy Advisor, UK/Ireland, GSK, UK

**Richard Merrygold**, Director of Group DP, HomeServe, UK

**Simon McDougall**, Managing Director, Promontory, UK

**Jade Nester**, Director, Consumer Policy, GSMA, UK

**Thomas Otter**, Global VP Product Management, SAP, Germany

**Ellis Parry**, Global Privacy Lead, BP, UK

**Andrea Reiner**, Senior Counsel, Arm Limited, UK

**Myria Solorzano**, Senior Associate, Claro Partners, Spain

**Ben Steward**, Digital Disruptor Lead, Deloitte Digital, UK

**Caroline Tahon**, Senior Director, Legal Project Manager,  
SAP SuccessFactors, France

**David Trower**, Director Global Privacy, PPD, UK

**Helena Verhagen**, Co-Founder, Privacy Valley, Netherlands

**Steve Wright**, DP & Info Security, John Lewis Partnership, UK

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## Law Firms

**Rafi Azim-Khan**, Partner, Pillsbury, UK

**Peter Church**, Counsel, Linklaters, UK

**Gail Crawford**, Partner, Latham & Watkins, UK

**Richard Cumbley**, Partner, Linklaters, UK

**Maria Holmström Mellberg**, Mellberg Advisory, Sweden

**Lars Kjolbye**, Partner, Latham & Watkins, Belgium

**Georgina Kon**, Partner, Linklaters, UK

**Leena Kuusniemi**, Senior Legal Counsel, Leegal, Finland

**Paul Lavery**, Partner, McCann FitzGerald, Ireland

**Peter F. McLaughlin**, Partner, Burns & Levinson LLP, USA

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

**David Smith**, Special Advisor, Allen and Overy, UK

**Rob Sumroy**, Partner, Slaughter and May, UK

**Eduardo Ustaran**, Partner, Hogan Lovells, UK

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## Academics

**Dr. Colin Bennett**, Professor, Department  
of Political Science, University of Victoria, Canada

**Oliver Butler**, Fellow by Special Election in Law,  
Wadham College, University of Oxford, UK

**Dr. David Erdos**, University Lecturer in Law and the Open  
Society, WYNG Fellow in Law, University of Cambridge, UK

**Graham Greenleaf**, Professor of Law & Information  
Systems, University of New South Wales, Australia

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

**Dr. Andelka Phillips**, Ussher Assistant Professor in Information  
Technology Law, Trinity College, University of Dublin, Ireland

**Dr. Jatinder Singh**, EPSRC Research Fellow,  
Computer Laboratory, University of Cambridge, UK

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## Privacy Laws & Business

**Stewart Dresner**, Chief Executive

**Graham Greenleaf**, Asia-Pacific Editor, PL&B Reports

**Laura Linkomies**, Editor, PL&B Reports

**Valerie Taylor**, Consultant



The Bridge Of Sighs, St John's College



Professor Christopher Millard, Queen Mary University of London

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

**OLGA GANOPOLSKY  
MACQUARIE, AUSTRALIA**

## 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 to avoid sanctions
11. Exchange experience by networking with your peers
12. Increase your Return on Investment by getting privacy right



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