

Tuesday 27 November 2012

13.30 Registration

13.45 Seminar

17.40 Reception

ICC UK HALF-DAY SEMINAR

International aspects of ePrivacy and the data protection proposals

Speechly Bircham, 6 New Street Square, London EC4A 3LX

To mark the launch of the second edition of the ICC UK Cookies Guide, ICC UK is hosting a half-day seminar on international aspects of ePrivacy. As enforcement in the UK and Europe gathers pace, ICC UK will bring together regulators, legal experts and commentators to provide unique insights on how ePrivacy and the Data Protection Regulation Proposals are shaping up across Europe.

The keynote speech will be given by Dr Ann Cavoukian, the Information and Privacy Commissioner of Ontario Canada — one of the leading proponents of privacy by design.

Delegates will receive a free and exclusive copy of the new ICC UK guidance on the day.

Chaired by:

Robert Bond

Head of Data Protection & Information Law, Speechly Bircham

Speakers and panellists include:

Alastair Barter

Senior Policy Officer, Information Commissioners Office, UK

Richard Beaumont

Head of Service Development, The Cookie Collective

Michael Bond

Digital Economy Policy Advisor,
International Chamber of Commerce UK

Dr Ann Cavoukian

Information and Privacy Commissioner, Ontario, Canada

Richard Cumbley

Partner, Linklaters

Gary Davis

Deputy Data Protection Commissioner,
Office of the Data Protection Commissioner, Ireland

Lindsey Greig

CEO, DataGuidance

Philip Milton

Lead Policy Advisor for ePrivacy
& Internet Policy, DCMS

Stephen Pattison

Vice President Public Affairs, ARM

Vincent Rutgers

Lawyer, Fruytier

Monica Salgado

Lawyer, Speechly Bircham

Marcus Stafford

CEO, Informed Choices

Gabriel Voisin

Associate, Bird & Bird

Pat Walshe

Director of Privacy, Public Policy, GSMA

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International aspects of ePrivacy and the data protection proposals

The Programme

Chaired by **Robert Bond**, Head of Data Protection & Information Law, Speechly Bircham

13.30 **Registration**

13.45 **Welcome and introduction:**

Michael Bond, ICC UK

13.50 **Jurisdiction — Compliance in more than one country: where do you start?**

Gary Davis, Office of the Irish Data Protection Commissioner

Perhaps the most important question for any multinational is 'How do I comply in more than one country?' This session will address the fundamentals for companies operating in multiple jurisdictions — looking at possible approaches to compliance and key areas of focus.

14.15 **Panel session: the peculiarities of country specific implementation (UK, Netherlands, Portugal, France)**

Moderated by **Lindsey Greig**, DataGuidance

Gabriel Voisin, Bird & Bird

Monica Salgado, Speechly Bircham

Richard Cumbley, Linklaters

Vincent Rutgers, Fruytier

Differing implementation of the ePrivacy Directive has made it extremely difficult to get a clear picture of what is required to comply in each country. The panelists will discuss the peculiarities of the way the Directive has been implemented in these key countries and what you need to do to approach compliance.

14.50 **Enforcement: the differing approaches to enforcement — what makes a practical regulator?**

Alastair Barter, Information Commissioner's Office UK

No two regulators approach enforcement in the same way. This session will look at what makes a practical regulator and how best to manage business engagement. The session will explore the potential effects of the Data Protection Regulation Proposals on the UK regulator. It will also look at the use of fines for serious breaches, and possible alternate approaches.

15.15 **Round peg, Square hole: ePrivacy and how it fits with the proposed Data Protection Regulation**

Pat Walshe, GSMA

With the Data Protection Regulation proposals making rapid progress through the European Parliament, this session will look closely at how the new rules as currently drafted will affect business and how it will fit with the ePrivacy Directive.

15.50 **Coffee break**

16.10 **Looking ahead: A view of e-privacy through the prism of privacy by design**

Dr Ann Cavoukian, Privacy and Information Commission, Ontario Canada

Since the ICO in the UK introduced the grace period, which gave businesses a year to get their organisations ready for the compliance efforts required by the ePrivacy Directive, we have had a very Europe-centric view of what the Directive was trying to achieve. This session will explore the understanding of the aims of the Directive, from outside Europe. How can we put self-regulation and privacy by design at the forefront of the European agenda?

16.30 **Panel session: The role of Europe in setting global standards: The impact of "Do Not Track"**

Richard Beaumont, The Cookie Collective

Stephen Pattison, ARM

Philip Milton, DCMS

Robert Bond, Speechly Bircham

US-led discussions around "Do Not Track" have the potential to impact significantly on the competitiveness of European businesses. This panel will explore the role of Europe in setting standards and how to maximize the business input.

17.15 **Privacy as a USP: The value of privacy marketing**

Marcus Stafford, Informed Choices

Many companies find that their unique message is lost online. How can firms differentiate their brands and increase customer retention and ROI? Is one of the answers 'Privacy Marketing'? What returns can companies expect from promoting privacy? What changes need to be made to websites to maximize the impact?

17.35 **Closing remarks**

Robert Bond, Speechly Bircham

17.40 **Reception**

Please note that **places are limited** and delegates are advised to book early to avoid disappointment.

Please complete this form and return it, along with your payment details to:

ICC United Kingdom, 12 Grosvenor Place, London SW1X 7HH or by fax to: +44 (0)20 7235 5447

Register online at:
www.international-chamber.co.uk/events

For further info:
seminars@international-chamber.co.uk

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- Delegates will receive email confirmation of their registration within seven days of receipt of payment.
- Please note that full payment must be received in order to process registrations and to generate a confirmation email.
- Confirmed registrations cancelled prior to 20 November 2012 will incur a 20% administrative charge. Cancellations received after this date unfortunately cannot be reimbursed. However, substitutions are welcome at any time.
- Please note that ICC UK reserves the right to cancel the seminar at any time or to make minor alterations to the content and timing of the programme or to the identity of the speakers. In the unlikely event of cancellation, delegates will be offered a full refund or a credit note against a future ICC UK event.

CONTACT DETAILS	
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I wish to reserve _____ place(s) for Tuesday 27 November 2012, at a cost of £ _____	
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