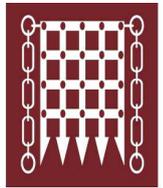


## Westminster eForum Keynote Seminar

### Data protection and the regulatory framework: preparing for EU GDPR and the consequences of Brexit

Timing: Morning, Thursday, 27<sup>th</sup> April 2017

Venue: 1 Wimpole Street, London W1G 0AE



WESTMINSTER  
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Agenda subject to change

8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chair's opening remarks**  
**Baroness Ludford**

9.05 - 9.50 **Policy priorities for the UK and the EU: changing relationships and implementing EU GDPR**

*With the EU General Data Protection Regulation (EU GDPR) agreed, what will be the key issues for organisations to ensure their compliance and how will they need to respond, including putting in place specific staff with responsibility for data management and clear processes for holding and deleting data? In comparison to other European states where does the UK stand in terms of being ready for the new regulation and in its response more widely to data privacy threats? Beyond EU GDPR implementation, with the UK's future relationship with the EU, unclear what are the implications for the development of data regulation and initiatives going forward, and for effective international collaboration at a governmental, regulatory and sector level in data protection?*

**Christopher Docksey**, Director, European Data Protection Supervisor

**Jonathan Bamford**, Head of Parliamentary and Government Affairs, Information Commissioner's Office

Questions and comments from the floor

9.50 - 10.45 **Preparing to comply with EU GDPR, legal priorities and priorities for organisation**

*Looking at examples of best practice across key sectors including marketing and technology, how should businesses of different scales and across sectors be approaching the transition to EU GDPR - including the need for new and enhanced skills, improving employee awareness and managing cost? For emerging technologies such as IoT, what more could be done to ensure new regulation is appropriate for large and complex data sets without stifling innovation in M2M, AI and automation? Is enough being done to support SMEs, start-ups and sole traders in preparing to comply with data privacy and other regulatory requirements, how might challenges arising from lower resources and staffing be mitigated to ensure they are not at a disadvantage in comparison to bigger businesses? What are the key issues internationally, outside the EU, and what might be the implications of initiatives like Privacy Shield for UK organisations, particularly if the UK chooses a Brexit outside the EEA where a new agreement with the US would need to be agreed to ensure businesses can still make data transactions across borders?*

**Stewart Room**, Partner, Global Head of Cyber Security & Data Protection Legal Services and Lead, UK Data Protection Practice, PwC

**Victoria Hewson**, Senior Associate, CMS, Legatum Institute

**Robert Florendine**, Solutions Architect, RAVN Systems

Questions and comments from the floor

10.45 - 10.50 **Chair's closing remarks**  
**Baroness Ludford**

10.50 - 11.25 Coffee

11.25 - 11.30 **Chair's opening remarks**  
**Daniel Zeichner MP**, Chair, All-Party Parliamentary Group for Data Analytics

11.30 - 12.10 **Case studies in best practice: differing sectors, common problems and implementing data policies**

**Chris Combemale**, Chief Executive Officer, Direct Marketing Association

**Fedelma Good**, Director, Information Policy & Business Controls, Personal & Corporate Banking, Barclays

Questions and comments from the floor

12.10 - 12.55 **Privacy and commercial opportunities: achieving a balance that benefits organisations and citizens**

*To what extent are companies improving the management of trade-offs between consumer privacy and the commercial value of data, and what practical steps could improve this further, including clearer communication and simpler privacy policies? Bearing in mind differences between key demographics, are organisations doing enough to tailor and target their messaging around data, and should more be done to ensure the less tech savvy groups, such as the very young and elderly are not adversely affected? Which industries lead the way in terms of deriving value from data whilst providing clear propositions for consumers, who in turn can benefit from targeted advertising or price reductions? Which innovations and technologies exemplify most promise in giving individuals greater control of their personal data at a time when more and more services require passwords, logins and ID checks and people have a growing number of digital accounts and transactions?*

**David Cole**, Managing Director, fast.MAP

**Toby Stevens**, Director, Enterprise Privacy Group

**Nicholas Oliver**, Founder and Chief Executive Officer, people.io

**Sue Daley**, Head of Programme, Big Data, Cloud and Mobile, techUK

Questions and comments from the floor

12.55 - 13.00 **Chair's and Westminster eForum closing remarks**

**Daniel Zeichner MP**, Chair, All-Party Parliamentary Group for Data Analytics

**Daniel Patefield**, Forum Lead, Westminster eForum

Seminar supported by RAVN Systems

