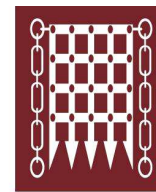


Westminster eForum Keynote Seminar:

Data and the digital economy - consumer rights, commercial opportunities, and the future for policy and best practice

Timing: Morning, Thursday, 29th November 2018

Venue: Central London



**WESTMINSTER
eFORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 - 9.25 **Latest developments in the use of data to drive internet services**
Senior representative, technology
Questions and comments from the floor
- 9.25 - 9.35 **Key issues for innovative and ethical data usage - security, privacy and fairness**
Senior commentator
- 9.35 - 10.35 **Best practice in personalisation - search results, differential pricing and digital advertising**
Rachel Aldighieri, Managing Director, DMA Group
Senior representative, e-commerce
Senior representative, price comparison
Senior representative, retail
Senior representative, consumer rights
Questions and comments from the floor with senior commentator
- 10.35 - 10.40 **Chair's closing remarks**
Senior Parliamentarian
- 10.40 - 11.05 Coffee
- 11.05 - 11.10 **Chair's opening remarks**
Senior Parliamentarian
- 11.10 - 12.20 **Innovation in data usage and its implications - portability, new technologies and the consumer**
Helen Proctor, Chief Counsel, Privacy, Security & Internet (UK), BT

James Edgar, Policy Partner, Digitisation, Which?

Senior representative, finance

Senior representative, platform

Senior representative, technology

Questions and comments from the floor
- 12.20 - 12.55 **How can the UK best balance the interests of consumers and business in developing the digital economy?**
Margot James MP, Minister for Digital and the Creative Industries, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster eForum