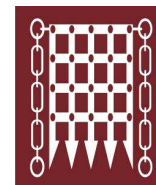


**Westminster eForum Keynote Seminar: Next steps for commercial use of data - opportunities, consumer rights, and developments in policy and best practice**

Timing: Morning, Thursday, 29<sup>th</sup> November 2018

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER  
eFORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Rt Hon the Lord Whitty**
- 9.05 - 9.25 **Data usage and the regulatory framework - privacy, public trust and supporting a thriving digital economy**  
**Anneke Schmider**, Director, Strategic Policy (International), Information Commissioner's Office  
Questions and comments from the floor
- 9.25 - 9.35 **Latest developments in the use of data to drive internet services**  
**Mark Page**, Partner, Communications, Media and Technology, A.T. Kearney
- 9.35 - 10.35 **The way forward for best practice in personalisation - search results, differential pricing and digital advertising**  
**Rachel Aldighieri**, Managing Director, DMA Group  
**Laurie Laybourn-Langton**, Senior Research Fellow, Institute for Public Policy Research  
**Phil Bradley-Schmieg**, Associate, Bird & Bird  
**Richard Neudegg**, Head of Regulation, uSwitch  
Questions and comments from the floor with **Mark Page**, Partner, Communications, Media and Technology, A.T. Kearney
- 10.35 - 10.40 **Chair's closing remarks**  
**Rt Hon the Lord Whitty**
- 10.40 - 11.05 Coffee
- 11.05 - 11.10 **Chair's opening remarks**  
**The Earl of Erroll**
- 11.10 - 12.20 **Innovation in data usage and its implications - portability, new technologies and the consumer**  
**Helen Proctor**, Legal Director - Data, Digital and Security, BT  
  
**James Edgar**, Policy Partner, Digitisation, Which?  
  
**Imran Gulamhuseinwala**, Trustee, Open Banking Implementation Entity and Global Head of FinTech, EY  
  
**Sue Daley**, Head of Programme, Cloud, Data, Analytics and AI, TechUK  
  
**Matt Cullen**, Assistant Director, Head of Strategy, Data and Analytics, Association of British Insurers  
  
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**  
**The Earl of Erroll**  
**Peter van Gelder**, Director, Westminster eForum