

## Westminster eForum Keynote Seminar

### Policy priorities for user data - innovation, opportunities and data protection

Timing: Morning, Thursday, 8<sup>th</sup> November 2012

Venue: Banqueting Hall, Glaziers Hall, 9 Montague Close, London SE1 9DD



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Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
**John Hemming MP**, Chair, All-Party Parliamentary Group on New Media
- 9.05 - 9.15 **Consumer data as a commodity**  
*Examination of the landscape for UK user data in the context of the European Commission proposals for changes to the European Data Protection Framework, such as the 'right to be forgotten'.*  
**Kirsten Mycroft**, Senior Manager, KPMG  
Questions and comments from the floor
- 9.15 - 9.30 **Understanding the digital consumer**  
*How is the increasing accessibility of large data sets collected from online and mobile services enabling businesses to understand their consumers' habits? Will reform of EU data protection rules affect trust in online services? What impact will it have for the retail sector?*  
**Jeremy Henderson-Ross**, Legal Director and General Counsel, EMEA, Aimia
- 9.30 - 10.25 **The growing value of consumer data to business**  
*How far is consumer data the new competition ground for business and how is it being turned into competitive advantage? How is value being extracted and to what extent are product synergies being realised? How are companies streamlining the data collection and retention process and mitigating the risk of 'data deluge' - the collection of too much information, making analysis problematic? How far is current UK data protection policy preventing business from exploiting the potential contained within their data? What effect will the 'right to be forgotten' have on the ability of businesses to innovate and develop services?*  
**Alan Mitchell**, Strategy Director, Ctrl-Shift  
**Chris Roche**, UKI Regional Director, Greenplum, EMC  
**Steve Forde**, Head of Viewer Relationship Management, Channel 4  
**Simon Milner**, Director of Public Policy for UK and Ireland, Facebook  
Questions and comments from the floor with **Jeremy Henderson-Ross**, Legal Director and General Counsel, EMEA, Aimia
- 10.25 - 10.45 **Opening Government data and the growth agenda**  
*"Options for utilising Government data by the public and private sectors. What varieties of data should be released? What opportunities arise and what are the challenges as the data ecosystem evolves?"*  
**Professor Nigel Shadbolt**, Professor of Artificial Intelligence and Head of the Web and Internet Science Group, University of Southampton and Chairman and Co-Founder, Open Data Institute
- 10.45 - 11.15 **Public data - innovation opportunities, privacy concerns**  
*What are the unique challenges facing Government and the public sector from extracting value from the data they hold? How is information being used to innovate in public service delivery? How can privacy concerns over expected proposals for greater inter-departmental data sharing and the making available of anonymised information to the private sector be addressed? What value remains in anonymised data? What commercial services are likely to emerge from the release of data sets?*  
**Charles Ewen**, Executive Head of Technology - Data and Applications, Met Office  
**Martin Severs**, Chairman, Information Standards Board for Health and Social Care  
Questions and comments from the floor with **Professor Nigel Shadbolt**, Professor of Artificial Intelligence and Head of the Web and Internet Science Group, University of Southampton and Chairman and Co-Founder, Open Data Institute
- 11.15 - 11.20 **Chairman's closing remarks**  
**John Hemming MP**, Chair, All-Party Parliamentary Group on New Media
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 **Chairman's opening remarks**  
**Dr Chris Pounder**, Director, Amberhawk Training
- 11.50 - 12.05 **The future of privacy: UK data protection policy in the EU context**  
*How can UK businesses prepare for the EU reform of data protection rules? How far is there consensus between European data protection regulators on the proposed reforms? How will the UK ensure that it enforces data protection rules that give users privacy whilst also not unnecessarily constricting growth in the market for consumer data?*  
**Christopher Graham**, Information Commissioner
- 12.05 - 12.55 **Regulating user data: consent, transparency and privacy**  
*What are the options for improving user understanding of their data rights and security of their data? What safeguards or benefits encourage users to allow companies access to their data - e.g. recommendations, discounts and free services such as Facebook - and do users understand the deal? What steps should the private sector take to make themselves more transparent so as to boost confidence? What are examples of best practice by organisations?*  
**Georgina Nelson**, In-House Lawyer, Which?  
**Stewart Room**, Partner, Field Fisher Waterhouse  
**Nick Stringer**, Director of Regulatory Affairs, IAB UK  
**James Morgan**, Head of Information Strategy and Management, Telefónica O2  
Questions and comments from the floor with **Christopher Graham**, Information Commissioner
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Dr Chris Pounder**, Director, Amberhawk Training  
**Thomas Raynsford**, Senior Producer, Westminster eForum