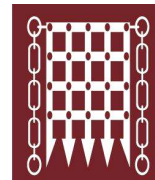


Westminster Media Forum policy conference
Next steps for online advertising regulation in the UK -
- consumer data, online targeting and content standards

Timing: Morning, Tuesday, 3rd November 2020

*****Taking place online*****



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Baroness Buscombe, Member, House of Lords Communications and Digital Select Committee
- 9.05 **'Online advertising regulation - using technology to tackle content and targeting issues with website claims, online display and social influencer ads'**
Guy Parker, Chief Executive, Advertising Standards Authority
Questions and comments from the floor
- 9.35 Break
- 9.40 **'What do the public think? - CDEI Review of Online Targeting'**
Ben Lyons, Head of Online Targeting, Centre for Data Ethics and Innovation
- 9.50 **The use of consumer data in online ad targeting and personalisation - privacy, consent, and data handling**
Eitan Jankelewitz, Head of Data, Sheridans
Fedelma Good, Director, Data Protection Strategy, Legal and Compliance Services, PwC
Rocio Concha, Interim Director of Advocacy, Which?
Senior representative, digital platform
Senior representative, association
Questions and comments from the floor with **Ben Lyons**, Head of Online Targeting, Centre for Data Ethics and Innovation
- 10.55 **Chair's closing remarks**
Baroness Buscombe, Member, House of Lords Communications and Digital Select Committee
- 11.00 Break
- 11.10 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 **Content standards and regulation - assessing current risks to consumers and options going forward**
Suzanne Wright, Principal, Standards and Audience Protection, Ofcom
Konrad Shek, Deputy Director, Policy and Regulation, Advertising Association
Magnus Brooke, Director of Policy and Regulatory Affairs, ITV
Kay Perry, Public Policy Manager, UK Industry, Facebook
Senior representative, advertising agency
Questions and comments from the floor
- 12.20 Break
- 12.25 **Latest from the Review of Online Advertising Regulation - key emerging themes from the call for evidence, and the way forward for policy**
Ruth Wye, Head of Online Advertising Review, DCMS
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum