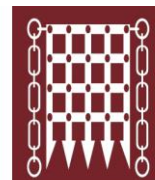


Westminster Media Forum policy conference
Next steps for online advertising regulation in the UK -
consumer data, online targeting and content standards

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

9.10 **'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

9.40 Break

9.45 **The use of consumer data in online ad targeting and personalisation - privacy, consent, and data handling**

Christie Dennehy-Neil, Head of Policy and Regulatory Affairs, Internet Advertising Bureau

Fedelma Good, Director, Data Protection Strategy, Legal and Compliance Services, PwC

Rocio Concha, Interim Director of Advocacy, Which?

Eitan Jankelewitz, Head of Data, Sheridans

Professor Lorna Woods, Professor of Internet Law, University of Essex

Questions and comments from the floor

10.45 **Chair's closing remarks**

Baroness Buscombe, Member, House of Lords Communications and Digital Select Committee

10.50 Break

11.00 **Chair's opening remarks**

Lord Currie of Marylebone, Chairman, Advertising Standards Authority

11.10 **'What do the public think? - CDEI Review of Online Targeting'**

Ben Lyons, Head of External Affairs and Insight, Centre for Data Ethics and Innovation

Questions and comments from the floor

11.40 Break

11.45 **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

Gareth Barr, Controller of Policy and Regulatory Strategy, ITV

Kay Perry, Public Policy Manager, UK Industry, Facebook

Questions and comments from the floor

12.55 **Chair's and Westminster Media Forum closing remarks**

Lord Currie of Marylebone, Chairman, Advertising Standards Authority

Peter van Gelder, Director, Westminster Media Forum