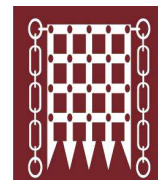


Westminster Media Forum policy conference

Regulation of advertising tech in the UK

Timing: Morning, Tuesday, 28th January 2020

Venue: Emmanuel Centre 9-23 Marsham Street, London SW1P 3DW



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Dean Russell MP
- 9.05 - 9.15 **Opening remarks - an introduction to the ICO's review of the adtech sector**
Simon McDougall, Executive Director, Technology Policy and Innovation, Information Commissioner's Office
- 9.15 - 9.25 **'The role of real-time bidding in the digital ad economy'**
Jon Mew, Chief Executive, IAB UK
- 9.25 - 9.35 **'Collaborative Product Development & Data Protection'**
Liza Bales, Privacy and Data Policy, Facebook
- 9.35 - 9.50 Questions and comments from the floor with **Jon Mew**, Chief Executive, IAB UK and **Liza Bales**, Privacy and Data Policy, Facebook
- 9.50 - 10.40 **Key issues around the distribution and utilisation of data - lawful processing bases, DPIAs and transfers of data between organisations**
Sacha Wilson, Partner, Harbottle & Lewis
Alex Hazell, Head of UK Legal, Acxiom
Chloe Grutchfield, Co-Founder, Product and Data, Redbud
Dom Blacklock, Head of Data Driven Strategy, the7stars
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Dean Russell MP
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Lord Taylor of Warwick
- 11.20 - 11.30 **'Delivering more impact online'**
Guy Parker, Chief Executive, Advertising Standards Authority
- 11.30 - 11.40 **Digital advertising regulation going forward - key developments and next steps**
Fedelma Good, Director, Data Protection Strategy, Legal and Compliance Services, PwC
- 11.40 - 12.30 **The way forward for the sector to respond to regulatory concerns - improving compliance, transparency and data handling practices**
Chris Combemale, Chief Executive Officer, Data & Marketing Association
Piers North, Group Digital Director, Reach
Clare O'Brien, Head of Media Effectiveness and Performance, ISBA
Joe Porter, Marketing and Privacy Manager, OneTrust PreferenceChoice
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority and **Fedelma Good**, Director, Data Protection Strategy, Legal and Compliance Services, PwC
- 12.30 - 12.55 **The ICO's next steps - sector engagement, information gathering and the future approach to regulation and enforcement**
Simon McDougall, Executive Director, Technology Policy and Innovation, Information Commissioner's Office
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Taylor of Warwick
Douglas Henderson, Senior Researcher, Westminster Media Forum