

**Westminster Media Forum policy conference**  
**Ad tech in the UK - data use, tackling harm, and latest regulatory and market developments**

Timing: Morning, Tuesday, 26<sup>th</sup> January 2021

\*\*\*Taking Place Online\*\*\*



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Viscount Younger of Leckie**
- 9.05 **Ad tech - the market and emerging trends**  
**Perry Keller**, Associate Professor in Media and Information Law, School of Law, King's College London  
Questions and comments from the floor
- 9.25 Break
- 9.30 **Distribution and utilisation of data - key issues and developments in real-time bidding, the use of cookies, and transfers of data between organisations**  
**Chris Combemale**, Chief Executive Officer, Data and Marketing Association  
**Jon Mew**, Chief Executive Officer, IAB UK  
**Nick Johnson**, Partner, Osborne Clarke  
**Frances Hudson**, Head of Digital Optimisation, The Guardian  
Questions and comments from the floor
- 10.35 **Chair's closing remarks**  
**Viscount Younger of Leckie**
- 10.40 Break
- 10.50 **Chair's opening remarks**  
**Lord Currie of Marylebone**, Chairman, Advertising Standards Authority
- 10.55 **Online advertising regulation going forward - and progress on the ASA's More Impact Online strategy**  
**Guy Parker**, Chief Executive, Advertising Standards Authority  
Questions and comments from the floor
- 11.25 **Data use, regulation and innovation - content and ad targeting, transparency and responding to regulatory concerns, and supporting opportunities for growth**  
**Douglas Miller**, Vice President, Global Privacy and Trust, Verizon Media  
  
**Alex Hazell**, Head of UK Legal, Acxiom  
  
**Phil Smith**, Director General, ISBA  
  
**Sarah Crnkovich**, Privacy & Data Policy Team, Facebook  
  
Questions and comments from the floor
- 12.25 Break
- 12.30 **Policy and regulation across Europe - the impact of the Digital Services Act, AVMSD enforcement framework and New Consumer Agenda**  
**Justina Raižytė**, Head of Development and Policy, European Advertising Standards Alliance  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Lord Currie of Marylebone**, Chairman, Advertising Standards Authority  
**Aleksiina Kallunki**, Researcher, Westminster Media Forum