
An APEC & CIPL workshop for information controllers, information processors and regulators in the Asia-Pacific region

ENABLING LEGAL COMPLIANCE & CROSS-BORDER DATA TRANSFERS WITH THE APEC CROSS-BORDER PRIVACY RULES (CBPR)

MasterCard Singapore
The Gateway East
152 Beach Road, 34th floor
Singapore 189721

Monday, 18 July 2016 | 10:00 – 17:30

WORKSHOP AGENDA

10:00 **Registration for Workshop**

10:30 **Welcome and Scene Setting**

Piet Grillet, General Counsel, MasterCard Asia Pacific
Bojana Bellamy, President, Centre for Information Policy Leadership
Zee Kin Yeong, Assistant Chief Executive, Personal Data Protection Commission Singapore

10:45 **Session I: CBPR Basics – What They Are and How They Work**

Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL
Josh Harris, Director of Policy, TRUSTe
Zee Kin Yeong, Assistant Chief Executive, Personal Data Protection Commission Singapore

This session will provide a basic introduction into the CBPR system and its corollary for personal information processors (the APEC Privacy Recognition for Processors (PRP)). The speakers will leave ample time for Q&A.

12:00 **Lunch (Selection of Gourmet Sandwich Lunch Boxes)**

13:00 **Session II: From an All-APEC Transfer System to a Global Transfer System**

Moderator: Jacobo Esquenazi, Global Privacy Strategist, HP, Inc.

Andrew Flavin, Policy Advisor, Office of Digital Service Industries, International Trade Administration, US Department of Commerce

Bui Thi Thanh Hang, Vice Head, International Affairs Division, Vietnam E-commerce and IT Agency (VECITA), Ministry of Industry and Trade

Tsuzuri Sakamaki, Counselor, International Policy and Legal Affairs, Personal Information Protection Commission (PPC) Japan

Hilary Wandall, AVP, Compliance and CPO, Merck & Co., Inc.

This session will give an overview over the work that is being done to grow the APEC CBPR system within the APEC region and to build and streamline “dual certification” processes under the CBPR and EU Binding Corporate Rules (BCR). The speakers will leave ample time for Q&A.

14:00 **Session III: A Deep-Dive Into the Benefits of the CBPR – Why Companies Should Join**

Moderator: Markus Heyder, Vice President and Senior Policy Counselor, Centre for Information Policy Leadership

Jacobo Esquenazi, Global Privacy Strategist, HP, Inc.

Harvey Jang, Director, Global Privacy & Data Protection, Cisco

Annelies Moens, Deputy Managing Director, Information Integrity Solutions

Daisuke Nagasaki, Deputy Director, International Affairs Office, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry, Japan (METI)

Huey Tan, Senior Privacy Counsel, Apple

This session will provide a close look at the advantages and benefits to companies that CBPR will deliver. The panel will specifically address the different issues and considerations that are relevant for large multinational companies and SMEs, and will discuss how CBPR benefits may differ from jurisdiction to jurisdiction and how a CBPR certification can be leveraged to streamline approval of an organisations Binding Corporate Rules in the EU. The speakers will leave ample time for Q&A.

15:15 **Break (Coffee, Tea and Refreshments)**

15:45 **Session IV: A Deep-Dive into the Certification Process**

Moderator: Markus Heyder, Vice President and Senior Policy Counselor, Centre for Information Policy Leadership

Jacobo Esquenazi, Global Privacy Strategist, HP, Inc.

Josh Harris, Director of Policy, TRUSTe

Hiromu Yamada, Director, PrivacyMark Secretariat, PrivacyMark Promotion Center, Japan Institute for Promotion of Digital Economy and Community (JIPDEC)

Hilary Wandall, AVP, Compliance and CPO, Merck & Co., Inc.

Accountability Agents and Privacy Officers describe what to expect during the certification process. The speakers will leave ample time for Q&A.

17:00 **Session V: Enforcing the CBPR**

Moderator: Bojana Bellamy, President, Centre for Information Policy Leadership

Melinda Claybaugh, Counsel for International Consumer Protection, Office of International Affairs, US Federal Trade Commission

Andrew Flavin, Policy Advisor, Office of Digital Service Industries, International Trade Administration, US Department of Commerce

This session will address the enforcement structure behind the CBPR system, including the system that APEC privacy enforcement authorities have set up to cooperate with each other across the different APEC jurisdictions. It will also highlight the importance of addressing false CBPR claims in a robust and consistent way through the governance of the CBPR System itself to maintain the credibility and value of the CBPR system.

17:30 **End of Workshop**

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WORKSHOP PARTICIPANTS

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Ministerio de Justicia y Derechos Humanos del Perú
Citi
Aon
OneTrust
PayPal
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