

Centre for Information Policy Leadership (CIPL) and
Centro de Direito, Internet e Sociedade of Instituto Brasiliense de Direito Público (CEDIS-IDP)

Webinar 2 – Applying the LGPD’s Risk-Based Approach: How Can Organizations Prioritize Compliance and Accountability Based on Risk?

Thursday, 23 April 2020

12:00 PM - 1:30 PM EDT | 1:00 PM – 2:30PM Brasília
| 5:00 PM - 6:30 PM GMT | 6:00 PM - 7:30 PM CET

AGENDA

The LGPD is a risk-based legislation. It requires that privacy compliance and governance programs are calibrated based on risk to individuals (Article 50) and provides that data processing is “irregular” when it does not protect individuals according to risks (Article 44). Besides, the ANPD may require controllers to undertake data protection impact assessments (DPIAs) (Article 38) and legitimate interests assessments (Article 10, paragraph 3), and may exempt certain organizations from appointing a Data Protection Officer depending on the size and volume of their data processing operations (Article 46, paragraph 1), and may create differentiated rules for SMEs (Article 55-J, XVIII). Panelists will discuss how organizations can apply the concept of a risk-based approach to prioritize their compliance and accountability obligations.

During the webinar, speakers will provide short presentations and engage in a moderated discussion, after which the floor will be opened to the audience for discussions (see next page).

1:00 PM Brasília Welcome and introductions

- ❖ **Bojana Bellamy**, President, CIPL

1:05 PM Brasília Updates on the latest privacy developments in Brazil

- ❖ **Danilo Doneda**, Lawyer and Professor, IDP

1:10 PM Brasília LGPD provisions on risk-based approach

- ❖ **Bruno Bioni**, Founder, Data Privacy Brasil
- ❖ **Tatiana Campello**, Partner, Demarest Advogados

1:30pm Brasília Sharing experiences on prioritizing compliance and applying a risk-based approach

- ❖ **Clarissa Yoshino**, Counsel – Privacy and Data Protection, Brazil Data Protection Officer, Mastercard
- ❖ **Orrie Dinstein**, Chief Privacy Officer, Marsh & McLennan Companies Group
- ❖ **Alisa Bergman**, Chief Privacy Officer, Adobe

2:00 PM Brasília **Open discussions**

❖ **Moderator: Bojana Bellamy**, President, CIPL

2:30 PM Brasília **End of Webinar 2**

Discussion questions:

- What does it mean to have a risk-based approach for data processing activities?
- What is the relationship between a risk-based approach and accountability?
- How can organizations apply a risk-based approach to the development and implementation of their LGPD compliance programs?
- How can organizations measure risks related to the processing of personal data? What kind of risks and harms should be considered, and how should they be weighted and measured?
- What is the difference between general risk assessments, Privacy Impact Assessments (PIAs) and a formal DPIA?
- What is the business opportunity/benefit in undertaking across-the-board risk assessments as a routine business activity, even when the ANPD may not have required a formal DPIA?
- What is expected from the ANPD when issuing rules and procedures concerning DPIAs and high-risk processing?