

Centre for Information Policy Leadership (CIPL) and the Instituto Brasileiro de Direito Público (IDP)

## **Webinar – Top Priorities for Organisations when Implementing the LGPD**

The first of a series of webinars organised as part of the special Joint Project “Effective Implementation and Regulation Under the New Brazilian Data Protection Law (LGPD)”

Friday 31 January 2020 | 11am-12:30pm Brasilia | 9am-10:30am EST | 2pm-3:30pm GMT

### **AGENDA**

August 2020, when the General Brazilian Data Protection Law (LGPD) will come into effect, is fast approaching. Many organisations are still in the early stages of coming into compliance and they must prioritize their efforts. When setting up LGPD compliance programmes, organisations should adopt a risk-based approach – deciding, for example, whether it is more important to mitigate risks to individuals associated with their IT systems or their vendor management. This process will be unique to each organisation, as priorities and risks will vary depending on their size, type of business, volume and types of personal data processed, and other factors. At the same time, there are certain activities that are common among organisations that are in very early stages of building their LGPD programmes, such as obtaining top management buy-in and budget for the programme; understanding what personal data they collect, for which purpose it is collected, where it is stored and how it is used; understanding their risk profile; and defining their corporate goals in relation to the use of personal data.

This Webinar will explore these issues in a participative way, and attendees are expected to submit their questions and make comments during the webinar.

#### **11:00 AM Brasilia Welcome and Introductions**

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

#### **11:10 AM Brasilia Sharing experiences on prioritisation for LGPD implementation**

- ❖ **Alexandra Cebulsky**, Senior Legal Counsel Data Privacy, Accenture
- ❖ **Teresa Patraquim da Conceição**, Head Privacy Team – International, Novartis
- ❖ **Vanessa Butalla**, Legal Director, Serasa Experian

#### **11:40 AM Brasilia Open discussions**

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

#### **12:30 PM Brasilia End of Webinar**