

Centre for Information Policy Leadership & Centro de Direito, Internet e Sociedade do Instituto Brasileiro de
Direito Público (CEDIS/IDP)

GLOBAL DATA PRIVACY DIALOGUE

Instituto Brasileiro de Direito Público
SGAS Quadra 607. Módulo 49. Via L2 Sul. Brasília-DF
6-7 October 2015

CONFERENCE **AGENDA**

TUESDAY, 6 OCTOBER 2015

08:30 **Registration**

09:00 **Welcome**

- ❖ Atalá Correa, Academic Coordinator, Instituto Brasileiro de Direito Publico (IDP)
- ❖ Laura Schertel Mendes, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)
- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)

09:30 **Introductory Keynotes: Why Privacy Matters in our Global, Digital and Interconnected World**

- ❖ Virgilio Almeida, Secretary for Information Technology Policy, Ministry of Science, Technology and Innovation
- ❖ Peter Hustinx, Former European Data Protection Supervisor (EDPS)

10:30 **Break**

10:45 **Session I: The Modern Data Landscape**

This panel will set the factual scene for this workshop and place privacy regulation and information management into context by raising awareness and taking stock of the technological and business realities of the current information-based economy. What are the technological and business facts that modern privacy laws need to account for? The panel will consider Big Data, the Internet of Things, cloud computing, wearables, and global data flows. It will also consider what other technological developments can we expect in the foreseeable future and address the risks and benefits to the individual associated with these developments.

- ❖ **Moderator: Marcel Leonardi, Senior Public Policy and Government Relations Counsel, Google Brazil**
- ❖ Demi Getschko, Board Member, Brazilian Internet Steering Committee/CGI.br
- ❖ Enylson Camolesi, Director of Corporate Affairs, Telefónica Brazil
- ❖ Daniel Korn, Director of Corporate Affairs, Microsoft Latin America
- ❖ Francisco Soares, Senior Director, Government Affairs, Qualcomm
- ❖ Woodrow Hartzog, Associate Professor, Cumberland School of Law, Samford University

12:30 **Lunch**

- ❖ **Keynote Speaker:** Juliana Pereira da Silva, Secretary of the National Consumer Protection Secretariat, Ministry of Justice

14:00

Session II: Brazil's Draft Privacy Law

This panel will discuss the status of the draft Brazilian privacy law as well as the key outstanding issues that need to be resolved.

- ❖ **Moderator: Rafael Dubeux, Deputy Chief for Legal Affairs, Casa Civil da Presidência da República**
- ❖ Danilo Doneda, Advisor, National Consumer Protection Secretariat, Ministry of Justice
- ❖ Dennys Antonialli, Director-President, InternetLab
- ❖ Leonardo Palhares, Partner, Almeida Advogados and Vice President of Strategy, Camara-e.net
- ❖ Vanessa Araujo Lopes Butalla, Legal Manager, Serasa Experian
- ❖ Murillo Laranjeira, Head of Public Policy and Government Relations, MercadoLivre
- ❖ Bruno Magrani, Head of Public Policy, Facebook Brazil

15:30

Break

15:45

Session III: Developments in the Americas, Asia and Europe

This panel will discuss other legislative and other significant privacy developments in other jurisdictions.

- ❖ **Moderator: Sérgio Alves Jr., Executive Secretary and Researcher, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)**
- ❖ Woodrow Hartzog, Associate Professor, Cumberland School of Law, Samford University
- ❖ Frederico Ceroy, President, Instituto Brasileiro de Direito Digital (IBDDIG), Promotor, Ministério Público do Distrito Federal
- ❖ Laura Nahabetián Brunet, Data Protection Unit Representative, Unidad Reguladora y de Control de Datos Personales (URCDP) and Manager of Citizens Rights Division, AGESIC, Uruguay
- ❖ Laura Juanes Micas, Senior Legal Director, International Privacy & Policy, Yahoo! Inc.
- ❖ Peter Hustinx, Former European Data Protection Supervisor (EDPS)
- ❖ Sóstenes Cavalcante, Deputy, Câmara dos Deputados

17:15

Concluding Remarks

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)
- ❖ Laura Schertel Mendes, Researcher, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)

17:30

Closing Remarks

- ❖ Gilmar Ferreira Mendes, Justice, Supremo Tribunal Federal (STF)

WEDNESDAY, 7 OCTOBER 2015

9:00 **Session IV: How to Effectively Protect Privacy within the Context of Cross-border Data Flows**

This panel will consider the reality of modern data flows across jurisdictional boundaries and the implications for data protection and privacy. The panel will consider the implications of cross-border transfer restrictions and data localisation initiatives and discuss various solutions for governing cross-border data flows, including codes of conduct, cross-border privacy rules, seals marks and similar mechanisms that create interoperability between different legal regimes and ensure continuous privacy protections as data moves around the globe.

- ❖ **Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL**
- ❖ Carlos Affonso Pereira de Souza, Director, Instituto de Tecnologia & Sociedade do Rio (ITS Rio)
- ❖ Bruno Bioni, Master in Law, University of São Paulo and Researcher, Fundação de Amparo à Pesquisa do Estado de São Paulo
- ❖ Michael Rose, Policy Advisor, International Trade Administration, US Department of Commerce
- ❖ Anick Fortin-Cousens, Programme Director, Corporate Privacy Office and Privacy Officer for Canada, Latin America, Middle East and Africa, IBM
- ❖ Florian Thoma, Senior Director of Global Data Privacy, Accenture

10:30 **Break**

10:45 **Session V: How to Effectively Protect Privacy in the Modern Information Age**

This panel will discuss the role of key data protection and privacy principles and concepts such as notice, consent, purpose limitation, and de-identified data in the context of modern information uses, as well as the available alternatives and exceptions to consent where consent is not feasible or appropriate.

- ❖ **Moderator: Danilo Doneda, Advisor, National Consumer Protection Secretariat, Ministry of Justice**
- ❖ Steven Emmert, Senior Director, Government & Industry Affairs, RELX Group
- ❖ Juan Jung Lusiardo, Coordinator, Regulatory Affairs and Studies, Asociación Interamericana de Empresas de Telecomunicaciones (ASIET)
- ❖ Laura Schertel Mendes, Researcher, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)
- ❖ Paulo Rená da Silva Santarém, Director, Instituto Beta para Internet e Democracia (IBIDEM)
- ❖ David Smith, Deputy Commissioner and Director of Data Protection, UK Information Commissioner's Office
- ❖ Jonny Shipp, Head of Digital Confidence, Telefonica

12:15 **Lunch**

- ❖ **Keynote speaker:** Maximiliano Martinhão, Secretary of Telecommunications, Ministry of Communication

14:00

Session VI: How to Design Effective Organisational Compliance and Information Management Programs

This panel will discuss how to design effective organisational privacy compliance and privacy risk and information management programs as well as the role of the Data Protection Officer (DPO) within an organisation. The panel will consider such programs in the context of both public and private sector organisations, large, medium-sized and small businesses, and consumer and employee data. Finally, the panelists will outline the global trend towards “organisational accountability” and “global digital responsibility” as fundamental cornerstones of data protection and privacy.

- ❖ **Moderator: Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)**
- ❖ Anick Fortin-Cousens, Programme Director, Corporate Privacy Office and Privacy Officer for Canada, Latin America, Middle East and Africa, IBM
- ❖ Florian Thoma, Senior Director of Global Data Privacy, Accenture
- ❖ Steve Wright, Chief Privacy Officer, Unilever
- ❖ Peter Hustinx, Former European Data Protection Supervisor (EDPS)
- ❖ Vitor Morais de Andrade, President, Associação Brasileira das Relações Empresa Cliente (ABRAREC)

15:30

Break

15:45

Session VII: The Role of the Data Protection Authority

This panel will consider the critical role of the data protection authority in ensuring (a) consistent interpretation and enforcement of privacy laws, (b) effective cross-border cooperation with counterpart authorities in other jurisdictions, (c) competent national representation in international data protection networks and the global privacy policy dialogue and (d) authority/enforcement over public/government data/agents.

- ❖ **Moderator: Laura Schertel Mendes, Researcher, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)**
- ❖ Hugh Stevenson, Deputy Director, Office of International Affairs, US Federal Trade Commission (*via pre-recorded video*)
- ❖ David Smith, Deputy Commissioner and Director of Data Protection, UK Information Commissioner’s Office
- ❖ Laura Nahabetián Brunet, Data Protection Unit Representative, URCDP and Manager of Citizens Rights Division, AGESIC, Uruguay
- ❖ Jose Alejandro Bermudez, Managing Director, Latin America, Nymity and former Colombian Superintendent for Data Protection
- ❖ Woodrow Hartzog, Associate Professor, Cumberland School of Law, Samford University

17:15

Concluding Remarks

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)
- ❖ Sérgio Alves Jr., Executive Secretary and Researcher, Centro de Direito, Internet e Sociedade do Instituto Brasileiro de Direito Público (CEDIS/IDP)

17:30

Closing Remarks

- ❖ Ricardo Morishita Wada, Director of Research and Projects, Instituto Brasileiro de Direito Público (IDP)

Centre for Information Policy Leadership (CIPL) & Centro de Direito, Internet e Sociedade do Instituto
Brasiliense de Direito Público (CEDIS/IDP)

DIÁLOGO GLOBAL SOBRE PRIVACIDADE

SGAS-Quadra 607, Módulo 49, Via L2 Sul
70200-670, Brasília-DF
6-7 Outubro 2015

PROGRAMA

TERÇA-FEIRA, 6 DE OUTUBRO DE 2015

08:30 **Registro dos participantes**

09:00 **Boas-vindas**

- ❖ Atalá Correa, Coordenação Acadêmica da Pós Graduação, IDP
- ❖ Laura Schertel Mendes, CEDIS/IDP
- ❖ Bojana Bellamy, Presidente, CIPL

09:30 **Conferências de Abertura – Por que a privacidade é importante no nosso mundo global, digital e interconectado**

- ❖ Virgilio Almeida, Secretário de Política de Informática do Ministério da Ciência, Tecnologia e Inovação, Coordenador do CGI.br
- ❖ Peter Hustinx, Ex-Supervisor Europeu de Proteção de Dados Pessoais (EDPS)

10:30 **Coffee-Break**

10:45 **Painel I – O panorama moderno dos dados pessoais**

- ❖ **Moderador: Marcel Leonardi, Google**
- ❖ Demi Getschko, Comitê Gestor da Internet no Brasil (CGI.br)
- ❖ Enylson Camolesi, Diretor de Assuntos Corporativos, Telefónica Brazil
- ❖ Daniel Korn, Diretor de Assuntos Corporativos, Microsoft América Latina
- ❖ Francisco Soares, Diretor de Relações Governamentais, Qualcomm
- ❖ Woodrow Hartzog, Professor Associado, Faculdade de Direito de Cumberland, Universidade Samford

12:30 **Almoço/Conferência**

- ❖ Juliana Pereira da Silva, Secretária Nacional do Consumidor, Ministério da Justiça

14:00 **Painel II – Projetos de lei sobre proteção de dados pessoais no Brasil**

- ❖ **Moderador: Rafael Dubeux, Casa Civil/Presidência da República**
- ❖ Danilo Doneda, Assessor, Ministério da Justiça
- ❖ Dennys Antonialli, Diretor-Presidente, InternetLab
- ❖ Leonardo Palhares, Vice Presidente, Camara-e.net
- ❖ Vanessa Araujo Lopes Butalla, Gerente Jurídica, Serasa Experian
- ❖ Murillo Laranjeira, Relações Governamentais, Mercado Livre
- ❖ Bruno Magrani, Diretor de Políticas Públicas, Facebook Brazil

15:30 **Coffee-Break**

15:45

Painel III – Desenvolvimentos na América Latina, Asia e Europa

- ❖ **Moderador: Sérgio Alves, CEDIS/IDP**
- ❖ Woodrow Hartzog, Professor Associado, Faculdade de Direito de Cumberland, Universidade Samford
- ❖ Frederico Ceroy, Promotor, Ministério Público do Distrito Federal
- ❖ Laura Nahabetian Brunet, Agencia de Gobierno Electrónico y Sociedad de La Información, Uruguay
- ❖ Laura Juanes Micas, Diretora Sênior de Privacidade Internacional, Yahoo! Inc.
- ❖ Peter Hustinx, Ex-Supervisor Europeu de Proteção de Dados Pessoais (EDPS)
- ❖ Dep. Sóstenes Cavalcante, Câmara dos Deputados

17:15

Considerações finais

- ❖ Laura Schertel Mendes, CEDIS/IDP
- ❖ Bojana Bellamy, Presidente, CIPL
- ❖ Gilmar Ferreira Mendes, Ministros do Supremo Tribunal Federal

QUARTA-FEIRA, 7 DE OUTUBRO DE 2015

9:00

Painel IV – Como proteger a privacidade no contexto de transferência internacional de dados pessoais

- ❖ **Moderador: Markus Heyder, Vice Presidente e Conselheiro Sênior, CIPL**
- ❖ Carlos Affonso Pereira de Souza, Fundador e Diretor, Instituto de Tecnologia & Sociedade do Rio (ITS Rio)
- ❖ Bruno Bioni, Pesquisador, FAPESP e GPoPAI/USP
- ❖ Michael Rose, Assessor, Departamento de Comércio dos EUA
- ❖ Anick Fortin-Cousens, Diretora de Programa, Escritório de Privacidade para Canadá, América Latina, Oriente Médio e África, IBM
- ❖ Florian Thoma, Diretor Sênior de Privacidade Global, Accenture

10:30

Coffee-Break

10:45

Painel V – Como proteger efetivamente a privacidade na era moderna da informação

- ❖ **Moderador: Danilo Doneda, Assessor, Ministério da Justiça**
- ❖ Steven Emmert, Diretor Sênior de Assuntos Governamentais e Corporativos, RELX Group
- ❖ Juan Jung Lusiardo, Coordenador, Estudos e Temas Regulatórios, ASIET
- ❖ Laura Schertel Mendes, CEDIS/IDP
- ❖ Paulo Rená da Silva Santarém, Diretor, Instituto Beta para Internet e Democracia (IBIDEM)
- ❖ David Smith, Vice Comissário e Diretor de Proteção de Dados, Autoridade de Proteção de Dados do Reino Unido (ICO)
- ❖ Jonny Shipp, Head of Digital Confidence, Telefonica

12:15

Almoço/Conferência

- ❖ Maximiliano Martinhão, Secretário de Telecomunicações, Ministério das Comunicações

14:00

Painel VI – Como elaborar programas efetivos de compliance e de gestão da informação

- ❖ **Moderador: Bojana Bellamy, Presidente, CIPL**
- ❖ Anick Fortin-Cousens, Diretora de Programa, Escritório de Privacidade para Canadá, América Latina, Oriente Médio e África, IBM
- ❖ Florian Thoma, Diretor Sênior de Privacidade Global, Accenture
- ❖ Steve Wright, Diretor-Chefe de Privacidade, Unilever
- ❖ Peter Hustinx, Ex-Supervisor Europeu de Proteção de Dados Pessoais (EDPS)
- ❖ Vitor Morais de Andrade, Presidente, Associação Brasileira das Relações Empresa Cliente (ABRAREC)

15:30

Coffee-Break

15:45

Painel VII – O papel da autoridade nacional de proteção de dados pessoais

- ❖ **Moderador: Laura Schertel Mendes, CEDIS/ IDP**
- ❖ Hugh Stevenson, Deputy Director, Office of International Affairs, US Federal Trade Commission (vídeo)
- ❖ David Smith, Vice Comissário e Diretor de Proteção de Dados, Autoridade de Proteção de Dados do Reino Unido (ICO)
- ❖ Laura Nahabetian Brunet, Agencia de Gobierno Electrónico y Sociedad de La Información, Uruguay
- ❖ Jose Alejandro Bermudez, Diretor para América Latina da Nymity e ex-Superintendente de Proteção de Dados da Colômbia
- ❖ Woodrow Hartzog, Professor Associado, Faculdade de Direito de Cumberland, Universidade Samford

17:15

Considerações finais

- ❖ Bojana Bellamy, Presidente, CIPL
- ❖ Sérgio Alves Jr., CEDIS/IDP
- ❖ Ricardo Morishita Wada, Diretor de Pesquisas e Projetos, IDP

17:30

Encerramento do evento