

Centre for Information Policy Leadership (CIPL) Workshop in collaboration with  
the Singapore Personal Data Protection Commission

## **Implementing Accountability**

Carlton Hotel, Empress Ballrooms 4 & 5 (Level 2)  
76 Bras Basah Road  
Singapore 189558  
26 July 2018 | 9:00 – 17:20

### **AGENDA**

8:30 **Registration**

9:00 **Introduction and the Importance of Organisational Accountability**

- ❖ Zee Kin Yeong, Deputy Commissioner, Singapore Personal Data Protection Commission
- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership

9:10 **Session I: Elements of Accountability: Data Protection Officer, Documentation, Demonstration**

*This session will center on examples and practical demonstrations of how controllers and intermediaries/processors of all sizes are delivering accountability, focusing on the role of the DPO, documenting data processing and demonstrating accountability. Specific questions to be addressed include:*

- *Why is it in an organisation's self-interest to build a systematic data protection management programme? What are the benefits of accountability for large organisations and SMEs and for controllers and intermediaries/processors?*
- *How to start a data protection management and compliance programme – understanding the data, senior management support, governance?*
- *What is the role of the DPO in organisational accountability?*
- *What are documentation best practices in relation to data processing?*
- *How can organisations, including SMEs, demonstrate accountability internally and externally (internal personal data protection programmes, data protection certifications, codes of conduct and BCR, APEC CBPR and PRP)*
- *How does accountability enable cross-border data flows?*

#### Discussion Leads

- ❖ Hilary Wandall, General Counsel, Corporate Secretary and Chief Data Governance Officer, TrustArc
- ❖ Mark Jaffe, Senior Vice President Privacy and Data Protection for the Americas, Teleperformance

- ❖ Keith Enright, Legal Director, Privacy, Google
- ❖ Knut Mager, Head of Global Data Privacy, Novartis

10:40 **Break**

11:00 **Session II: Transparency, Legal Bases for Processing (Consent, Notification of Purpose and Legitimate Interest) & Data Protection Impact Assessments (DPIAs)**

*This session will discuss practical implementation issues relating to transparency and notification requirements, as well as to different bases for processing, in particular consent, notification of purpose (or “deemed consent by notification”) and legitimate interest. Specific questions to be addressed will include:*

- *What is transparency and how can information be provided to individuals in different contexts in clear, understandable, concise and innovative ways?*
- *How can notification of purpose and opt-out mechanisms be provided effectively?*
- *How to implement disclosure requirements relating to legitimate interest, (i.e. disclosure of reliance and justification of reliance)?*
- *How to determine which legal bases for processing should or can be used?*
- *How will the “accountability measures” (risk and impact assessments and mitigations) for notification of purpose and legitimate interest work in practice?*
- *How to balance and weigh the benefits of processing against foreseeable adverse impacts to the individual?*
- *What are the steps in a risk and impact assessment or DPIA?*

Discussion Leads

- ❖ Alex Cebulsky, Senior Legal Counsel, Global Data Privacy, Accenture
- ❖ Derek Ho, Vice President, Senior Managing Counsel, Privacy and Data Protection, Mastercard
- ❖ Alison Howard, Assistant General Counsel, Microsoft
- ❖ Katherine Tassi, Deputy General Counsel, Privacy and Product, Snap

12:30 **Lunch**

13:30 **Session III: Data Protection by Design and Data Protection Impact Assessment Case Study**

*The discussion lead will demonstrate data protection-by-design, building on the risk assessment and DPIA discussion in the previous session and using practical examples and two case studies. [Google smart toothbrush and Apple virtual assistant] In the course of their demonstration, the discussion leads will address:*

- *What are the relevant steps in designing data protection into a product or service?*

- *What are the key challenges?*

Discussion Lead

- ❖ Huey Tan, Senior Privacy Counsel, Apple
- ❖ Keith Enright, Legal Director, Privacy, Google

15:15 **Break**

15:45 **Session IV: Regulator Perspectives on Accountability and How to Incentivise It**

*Representatives from the PDPC and other DPAs will share their perspectives, experiences and expectations with respect to organisational accountability and how may regulators incentivise organisations that demonstrate accountability.*

- ❖ Raymund Liboro, Commissioner and Chairman, Philippines National Privacy Commission
- ❖ Stephen Wong, Commissioner, Hong Kong Privacy Commissioner for Personal Data
- ❖ Zee Kin Yeong, Deputy Commissioner, Singapore Personal Data Protection Commission

17:20 **End of Workshop**