

Centre for Information Policy Leadership Project on GDPR Implementation Workshop III
**GDPR Implementation: Status, Key Challenges and
Understanding the Core Principles of Transparency, Consent
and Legitimate Interest**

Madrid, Spain
Auditorio de Espacio Fundación Telefónica
C/ Fuencarral, 3 – Madrid
6 March 2017 | 17:30-19:00

AGENDA

INDUSTRY-ONLY PRE-WORKSHOP SESSION

13:00 **Welcome and Introduction (Closed-Session Industry-only)**

❖ Bojana Bellamy, President, Centre for Information Policy Leadership

17:00 **End of Session and Coffee Break**

SPECIAL ALL PARTICIPANTS SESSION

17:30 **Special Session with Bruno Gencarelli, Head of Unit, International Data Flows and Protection, European Commission (Open to industry representatives, DPAs, the EDPS, the EU Commission and select National Ministries)**

Multi-stakeholder discussion and exchange of views to provide feedback on the European Commission's Communication to European Parliament and the Council on "Exchanging and Protecting Personal Data in a Globalised World."

Moderator:

❖ Bojana Bellamy, President, Centre for Information Policy Leadership

19:00 **Closing Remarks and End of Session**

❖ Bojana Bellamy, President, Centre for Information Policy Leadership

20:15 **Private Tour of Prado Museum Centre**

Museo Nacional Del Prado
Paseo del Prado, S/N, 28014
Madrid, Spain

21:30 **Centre For Information Policy Leadership Dinner**

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7 March 2017 | 9:00-17:45

AGENDA

GDPR WORKSHOP III

8:30 **Registration**

9:00 **Welcome and Introduction**

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership

9:10 **Special Opening Remarks**

- ❖ Mar España Martí, Director, Spanish Data Protection Agency
- ❖ Carlos López Blanco, Global Director of Public Affairs and Regulation and member of the Executive Committee, Telefónica
- ❖ Karolina Mojzesowicz, Deputy Head of Unit Data Protection, European Commission

10:00 **Session 1: Regulator and member state update/tour de table**

Regulators and member state representatives will update on their progress with implementing the GDPR in their respective countries, including on the topic children's age of consent and other areas where member states have flexibility in implementation.

Moderator:

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership

11:00 **Coffee Break**

11:20 **Session 2: Status of GDPR Implementation and Key Challenges: Industry Perspective**

Industry representatives will discuss the most significant challenges industry is facing in becoming GDPR-ready. The session will be followed by open discussion with views from the workshop participants.

Moderator:

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership

13:00 **LUNCH**

14:00 **Special Remarks**

- ❖ Chema Alonso, Chief Data Officer, Telefónica

14:30 **Session 3: Meaningful transparency**

- *GDPR transparency and notice requirements in light of the need to recast data transparency into an effective, user-centric accountability tool that will help facilitate broad, accountable and trusted data use, effective consent or legitimate interest based processing where appropriate*
- *Differences in transparency in B2C and B2B*
- *Emerging best practices and examples of user-centric transparency*
- *Examples of any notable research on individuals' views and requirements around data transparency*
- *Viability and status of the work on icons and standardized policies, as envisaged by the GDPR*
- *Transparency and profiling*

Moderator:

- ❖ Hielke Hijmans, Senior Policy Advisor, Centre for Information Policy Leadership

Discussion Leads

- ❖ Wilbert Tomesen, Member and Vice Chairman, Dutch Data Protection Authority
- ❖ Jo Pedder, Head of Policy Delivery, UK Information Commissioner's Office
- ❖ Marie-Charlotte Roques Bonnet, Director of EMEA Privacy Policy, Microsoft
- ❖ Stephen Deadman, Global Deputy Chief Privacy Officer, Facebook
- ❖ Mikko Niva, Group Privacy Officer, Vodafone Plc
- ❖ Sarah Gold, Director and Founder, IF

16:00 **Coffee Break**

16:15 **Session 4: Legal grounds for processing – consent, legitimate interest and other grounds**

- *Consent as a basis for processing under the GDPR and in the modern digital ecosystem - limitations, challenges and how it may work*
- *Examples of consent-based processing and challenges of the higher threshold criteria for valid consent under GDPR*
- *Compare and contrast with consent under the newly proposed ePrivacy Directive/Regulation*
- *Alternatives to consent – legitimate interest and contractual necessity*
- *Examples of legitimate interest processing across different industries and sectors*
- *Legitimate interests as a demonstration of accountability and responsible data management – focus on individuals, consideration of risks to individuals, considerations of benefits of processing and implementing mitigating measures*

- *Consent, legitimate interest and profiling*

Moderator:

- ❖ Cecilia Álvarez, European Data Protection Officer Lead, Pfizer

Discussion Leads:

- ❖ Zsuzsanna Belenyessy, Legal Officer, European Data Protection Supervisor
- ❖ Rafael García Gozalo, Head of the International Department, Spanish Data Protection Agency
- ❖ Michael Lamb, Global Chief Privacy Officer, RELX Group
- ❖ William Malcolm, Legal Director, Privacy, Google
- ❖ Caroline Louveaux, Assistant General Counsel, Privacy and Data Protection, MasterCard

17:45

End of Workshop