

**Centre for Information Policy Leadership
Annual Executive Retreat**

Hunton & Williams LLP
2200 Pennsylvania Avenue, NW
Washington, D.C. 20037
19-20 May 2015

***Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations***

Agenda

**Tuesday, 19 May 2015
(Centre Members and Invited Guests)**

11:30 AM **Registration**

12:00 PM **Opening Remarks and Working Lunch**

- ❖ *Bojana Bellamy, President, Centre for Information Policy Leadership*
- ❖ *Giovanni Buttarelli, European Data Protection Supervisor (EDPS)
(pre-recorded video)*

12:10 PM **Key Note 1**
*Kate Crawford, Principal Researcher, Microsoft Research; Visiting Professor, MIT
Center for Civic Media; and Senior Fellow, Information Law Institute, NYU*

Key Note 2
Steven Tiell, Director, Accenture Technology Vision

Key Note 3
Julie Brill, Commissioner, Federal Trade Commission

1:30 PM **Plenary Panel: Privacy Regulation – Reactive, Proactive or Interactive and
Sustainable?**

*Panelists react to the keynote speakers and discuss their own views on global privacy
protection through regulation that remains relevant in the face of constant change.*

Panelists

- ❖ **Moderator:** *Fred Cate, Distinguished Professor and C. Ben Dutton Professor of
Law at the Indiana University Maurer School of Law, and Senior Policy Advisor,
Centre for Information Policy Leadership*
- ❖ *Pam Dixon, Executive Director, World Privacy Forum*
- ❖ *Scott Goss, Senior Privacy Counsel, Qualcomm*
- ❖ *Brendon Lynch, Chief Privacy Officer, Microsoft*

2:30 PM **Break**

3:00 PM **Session One: Seizing the Opportunities of the New Information Economy and Preparing for its Privacy Impacts and Challenges**

In an open discussion led by moderators, participants will consider the opportunities of evolving information uses and discuss their impact on privacy, information management and organizational compliance strategies. The discussions will address how companies can adapt and respond to the new environment and consider the evolving responsibilities of data protection officers and their role in developing sustainable information management strategies based on accountability, risk management, global interoperability, ethics and other tools of data governance.

Moderators:

- ❖ *Russ Schrader, Fellow, Centre for Information Policy Leadership*
- ❖ *Hilary Wandall, Associate Vice President, Compliance and Chief Privacy Officer, Merck & Co., Inc.*

4:20 PM **Break**

4:30 PM **Session Two: Global Trends and Regional Developments**

This panel will discuss global trends and regional developments in key privacy and information management issues, such as data localization and global data flows, international enforcement cooperation, approaches to big data analytics and the IoT, data security and important legislative developments.

- ❖ **Moderator:** *Markus Heyder, Vice President and Senior Policy Counselor, Centre for Information Policy Leadership*
- ❖ *Joseph Alhadeff, Vice President for Global Public Policy and Chief Privacy Officer, Oracle Corporation – Global Trends*
- ❖ *Anick Fortin-Cousens, Program Director, Corporate Privacy Office Privacy Officer, Canada, Latin America, Middle East & Africa, IBM – Japan*
- ❖ *Krysten Jenci, Director, Office of Digital Services Industries, Team Leader, Data Flows and Privacy Team, International Trade Administration, US Department of Commerce – Safe Harbor and APEC*
- ❖ *Carolina Lessa, Director, Government Affairs, Latin America, RELX Group – Brazil*
- ❖ *Chris Olsen, Deputy Director, Bureau of Consumer Protection, Federal Trade Commission – FTC Privacy*

5:50 PM **Closing Remarks**

6:00 PM **End of Day 1**

6:30 PM **Reception Dinner**

Rural Society
1177 15th St NW
Washington, DC 20005
202-587-2629
<http://dc.ruralsocietyrestaurant.com/>

Wednesday, 20 May 2015
(Centre Members and Invited Guests)

8:30 AM **Registration**

8:50 AM **Opening Remarks**

9:00 AM **A Deep-dive on the EU's General Data Protection Regulation – Status, Key Elements, Likely Outcome, Impact and Getting Ready for Change**

Part A: A panel of EU privacy law experts will lead an interactive discussion with participants on the GDPR key provisions and state of play, focusing on those that are likely to be in the final regulation. The panelists will also identify the likely impacts and lead an interactive discussion on how organizations should prepare for them.

Panelists:

- ❖ *Bojana Bellamy, President, Centre for Information Policy Leadership*
- ❖ *Wim Nauwelaerts, Partner, Hunton & Williams*
- ❖ *Oskari Rovamo, Global Privacy Counsel, Nokia*
- ❖ *Bridget Treacy, Partner, Hunton & Williams*

10:30 AM **Break**

10:50 AM **Part B:** *(continuation of EU GDPR panel)*

12:20 PM **Closing Remarks**

12:30 PM **End of Open Session and Break**

12:45 PM **Centre Members Working Lunch**

Moderated Open Discussion of Centre Mission and Work Plan – Taking Stock and Planning Ahead

Centre members will discuss the Centre's current and possible future initiatives and work streams.

2:30 PM **End of Executive Retreat**



**Centre for Information Policy Leadership
Annual Executive Retreat**

***Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations***

Attendee List

Jim Alexander*	Visa
Joseph Alhadeff	Oracle
Keith Apple	Accenture
Laura Asbury	Walmart
Carmen Barrett*	Pearson
Jennifer Barrett-Glasgow	Acxiom
Eric Bash	US Federal Communications Commission
Bojana Bellamy	Centre for Information Policy Leadership
Brent Bidjou	Pearson
Julie Brill	US Federal Trade Commission
Paula Bruening	Intel Corporation
Aaron Burstein	US Federal Trade Commission
Emma Butler*	RELX Group
Fred Cate	Centre for Information Policy Leadership
Vonny Chiu	Hunton & Williams
Cameron Craig*	HSBC
Kate Crawford	Microsoft Research, MIT Center for Civic Media, NYU Information Law Institute
Helen Crooks*	Data Helm Consulting Limited
Peter Cullen	Information Accountability Foundation
Frank Dawson	Nokia
Julie d’Hemecourt	Hunton & Williams
Pam Dixon	World Privacy Forum
Belinda Doshi*	Pearson
Fred Eames	Hunton & Williams
Steven Emmert	RELX Group

Patrice Ettinger	Pfizer Inc.
Sarah Eyre*	Pearson
Leigh Feldman	American Express
Anick Fortin-Cousens	IBM
Julie Gibson*	The Procter & Gamble Company
Scott Goss	Qualcomm
Helen Gourdin*	Diageo plc
Desiree Green	Prudential Financial, Inc.
Josh Harris	TRUSTe
Ben Hayes	Nielsen
Markus Heyder	Centre for Information Policy Leadership
Tara Hogan Charles	The Procter & Gamble Company
Harvey Jang	Intel Security
Krysten Jenci	International Trade Administration, US Department of Commerce
Laura Juanes Micas	Yahoo!
Jeewon Kim	Fannie Mae
Katharina Kopp	Centre for Information Policy Leadership
Michael Lamb	RELX Group
Christopher Lang	UPS
Naomi Lefkovitz	National Institute of Standards and Technology (NIST)
Carolina Lessa	RELX Group
Brendon Lynch	Microsoft
William Malcolm*	Google
Michelle Marcoot	Centre for Information Policy Leadership
Josh Maxfield	Garmin
Chad McClung	Boeing
Donna McPartland	Graduate Management Admission Council (GMAC)
Terry McQuay	Nymity
Rachel Mulligan*	Unilever
Blake Murray	International Trade Administration, US Department of Commerce
Wim Nauwelaerts	Hunton & Williams
Karen Neuman	US Department of Homeland Security

Christopher Olsen	US Federal Trade Commission
Christina Peters	IBM
Peter Rabinowitz*	PayPal
Andrew Reiskind	MasterCard Worldwide
Guilherme Roschke	US Federal Trade Commission
Michael Rose	International Trade Administration, US Department of Commerce
Oskari Rovamo	Nokia
Russell Schrader	Centre for Information Policy Leadership
Lauren Shy	PepsiCo
Dana Simberkoff	AvePoint
Lisa Sotto	Hunton & Williams
Hugh Stevenson	US Federal Trade Commission
Louise Thorpe*	American Express
Paul Tiao	Hunton & Williams
Steven Tiell	Accenture
Alfredo Timermans	Telefonica
Bridget Treacy	Hunton & Williams
Teresa Troester-Falk	Nymity
Thalia Walters*	Pearson
Hilary Wandall	Merck & Co., Inc.
Shaundra Watson	US Federal Trade Commission
Steven Wright*	Unilever
Jack Yang*	Visa

*Participating via video and/or audio conference

**Centre for Information Policy Leadership
Annual Executive Retreat**

Hunton & Williams LLP
2200 Pennsylvania Avenue, NW
Washington, D.C. 20037
19-20 May 2015

***Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations***

Brussels Video Conference – Agenda

Wednesday, 20 May 2015

14:30 **Arrival of Guests**

15:00 **A Deep-dive on the EU’s General Data Protection Regulation – Status, Key
Elements, Likely Outcome, Impact and Getting Ready for Change**

Part A: *A panel of EU privacy law experts will lead an interactive discussion with participants on the GDPR key provisions and state of play, focusing on those that are likely to be in the final regulation. The panelists will also identify the likely impacts and lead an interactive discussion on how organizations should prepare for them.*

Panelists:

- ❖ *Bojana Bellamy, President, Centre for Information Policy Leadership*
- ❖ *Wim Nauwelaerts, Partner, Hunton & Williams*
- ❖ *Oskari Rovamo, Global Privacy Counsel, Nokia*
- ❖ *Bridget Treacy, Partner, Hunton & Williams*

16:30 **Break**

16:50 **Part B:** *(continuation of EU GDPR panel)*

18:20 **Closing Remarks**

18:30 **End of Open Session and Break**

**Centre for Information Policy Leadership
Annual Executive Retreat**

Hunton & Williams LLP
2200 Pennsylvania Avenue, NW
Washington, D.C. 20037
19-20 May 2015

***Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations***

London Video Conference – Agenda

Wednesday, 20 May 2015

13:00 **Arrival of Guests and Lunch**

14:00 **A Deep-dive on the EU’s General Data Protection Regulation – Status, Key
Elements, Likely Outcome, Impact and Getting Ready for Change**

Part A: A panel of EU privacy law experts will lead an interactive discussion with participants on the GDPR key provisions and state of play, focusing on those that are likely to be in the final regulation. The panelists will also identify the likely impacts and lead an interactive discussion on how organizations should prepare for them.

Panelists:

- ❖ *Bojana Bellamy, President, Centre for Information Policy Leadership*
- ❖ *Wim Nauwelaerts, Partner, Hunton & Williams*
- ❖ *Oskari Rovamo, Global Privacy Counsel, Nokia*
- ❖ *Bridget Treacy, Partner, Hunton & Williams*

15:30 **Break**

15:50 **Part B: (continuation of EU GDPR panel)**

17:20 **Closing Remarks**

17:30 **End of Open Session and Break**

17:45 **Centre Members Working Session**

**Moderated Open Discussion of Centre Mission and Work Plan – Taking Stock
and Planning Ahead**

Centre members will discuss the Centre’s current and possible future initiatives and work streams.

19:30 **End of Executive Retreat**



**Centre for Information Policy Leadership
Annual Executive Retreat**

Hunton & Williams LLP
2200 Pennsylvania Avenue, NW
Washington, D.C. 20037
19-20 May 2015

*Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations*

London Video Conference – Attendee List

Emma Butler	RELX Group
Cameron Craig	HSBC
Helen Crooks	Data Helm Consulting Limited
Belinda Doshi	Pearson
Sarah Eyre	Pearson
Helen Gourdin	Diageo plc
William Malcolm	Google
Rachel Mulligan	Unilever
Bridget Treacy	Hunton & Williams
Louise Thorpe	American Express
Thalia Walters	Pearson
Steven Wright	Unilever

Centre for Information Policy Leadership
Annual Executive Retreat

*Privacy Vision 2020 – Preparing for Long-term Privacy and Information Trends and
Near-term Changes in Compliance Obligations*
19-20 May 2015

**Principal Themes from Centre Member Questionnaire on Forthcoming Privacy and
Information Management Organizational Challenges**

The following summary attempts to capture the key themes that emerged from member responses to CIPL’s recent privacy survey. The first questions asked about key privacy challenges that organizations will face. The second question asked organizations what they need to do to meet these challenges.

Question 1: *What will be different in 5 years from now that will present challenges to privacy and information management in your organization?*

The volume of information as a result of the IoT and big data. The massive increase in data collection and creation, the expansion of analytics and machine learning, the total connection across devices, personalized computing, fast-paced and continuous innovation, the massive increase in data flows around the globe and the increased reliance on cloud services – all this will result in challenges, including the following:

(1) Legal compliance and data management challenges – there will be compliance and data management problems due to the sheer volume of information and the increasing complexity and fragmentation in global privacy laws and regulation (some regional approaches will converge, but others will further diverge). Much of privacy regulation will not be able to keep up with and properly respond to the continuous fast-paced changes. Laws will get stricter but not necessarily better.
(2) Consumer control challenges – the relevance of consent will wane and the need for new and better means to provide for consumer control and empowerment will increase.
(3) Data security challenges – there will be increased data breach and security risks.
(4) Challenges related to meeting the needs of all stakeholders – data and privacy management will need to maximize the benefits of the modern information age for all stakeholders.
(5) Challenges related to mobile technology apps – consumers will increasingly interact with each other and businesses through mobile devices and apps.
(6) Challenges related to coordinated global enforcement – companies will be faced with increased cross-border coordination in privacy enforcement.
(7) Challenges related to organizational structure – companies will need to clarify where privacy fits into an organization and who is responsible for it – CPO, CIO, CISO? Is privacy about information leadership or is it about compliance?

Question 2: *What do you think are the top 3-5 organizational priorities to prepare for these coming privacy and information management challenges?*

<p>(1) Develop accountability, information management and risk-assessment. Promote a culture of accountability and further develop internal privacy and information management programs, particularly in the context of big data and other modern information use contexts, that include employee training, privacy risk management and standardized risk assessment tools, automatization of accountability and compliance where possible, awareness and buy-in by the top leadership in a company. Develop better user controls and find the right balance between empowering individuals through customer controls where most important (e.g. sensitive data and unexpected uses) and reducing the burden on individuals through responsible defaults for most other uses.</p>
<p>(2) Understand and shape the global regulatory landscape. Develop privacy expertise in all regions and prepare the organization for a regional, fragmented regulatory landscape and get the technical tools necessary for differentiated information management and data use in different jurisdictions. At the same time, push for more consistent global approaches to privacy and participate in interoperability or cross-border schemes such as Binding Corporate Rules.</p>
<p>(3) Focus on data security and breach preparedness. Make IT security consistent around the world and improve it.</p>
<p>(4) Tend to customer, industry and government relations. Focus on relationships with customers, industry and government to build understanding and trust. Educate regulators more effectively about technology and business practices.</p>
<p>(5) Organize internal organizational privacy and information management and oversight. Get executive support for ethical and legitimate uses of data. Clarify the role of the CPO within an organization, particularly vis-à-vis the CIO, CISO and CPO.</p>
<p>(6) Improve vendor management.</p>
<p>(7) Improve CPO qualifications. Make CPOs more tech savvy and able to communicate with management and technical staff.</p>