



Forum
för
Dataskydd

**Take part in the
most important
data protection
conference of
the year**

The Swedish Data Protection Forum
cordially invites you to

Nordic Privacy Arena

October 24, 2016 in Stockholm

In May 2018, the new EU regulation on general data protection will enter into force. This regulation entails a complete reformation of all European data protection and opens for significant fees for those who do not adhere to it. Globally, we are also facing large challenges, such as the approval of Privacy Shield.

Speakers at this conference include Max Schrems, an Austrian privacy activist. Max Schrems has become known for his case in the CJEU, where he successfully challenged the rules on Safe Harbor, leading to large practical challenges for companies and authorities in connection with transfer of personal data to the US. Now, he is also challenging the rules on standard contractual clauses for transfer of personal data to countries outside the EU/EES. We will also hear from Peter Schaar, former German Federal Commissioner for Data Protection and Freedom of Information, and lots of other thought leaders in the privacy sphere.

Data protection and matters of privacy are often handled as separate matters, but constitute a core question in innovation and digitalization. Whatever your industry field, digitalization continues to revolutionize and data protection today is crucial for every form of operational and organizational development, and to ensure a competitive edge and growth.

During the past years, data protection has been highly debated in the EU. In the Nordic region, this debate has been less visible.

Therefore, Forum för Dataskydd is launching the conference Nordic Privacy Arena to create a Nordic arena for data protection matters and wants to invite you to participate.

At this conference, we gather experts in the data protection field, representatives from public authorities and leading international experts, to discuss the effect of the European data protection regulation on the operations of companies and public authorities. We are making Nordic data protection known!

Welcome!



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Program

9:00-9:30 Registration, coffee and sandwich

THEME 1

09:30 INTRODUCTION

9:30-9:35 Welcome and introduction

Caroline Olstedt Carlström, Chair Swedish Data Protection Forum and Vice President Privacy, Klarna Group.

9:35-10:05 The emerging Data Protection Officer role – what does it entail and what responsibilities comes with it? Time for grand achievements? The Brussels perspective.

Paul Jordan, Managing Director Europe, IAPP International Association of Privacy Professionals.

THEME 2

10:05 IN THE EYES OF THE USER AND THE MINDS OF OUR CITIZENS – IS PRIVACY EVEN IMPORTANT OR ARE MORE PROMINENT INTERESTS TAKING OVER?

Moderated by Björn Johansson Heigis, head of Roschier's Data Protection & Digitalization, Outsourcing & TMT practices in Stockholm

10:10-10:30 Colliding perspectives – when and how to deal with it.

Dr. Jyn Schultze-Melling, Director for Privacy Policy, Europe at Facebook, EMEA.

10:30-10:50 The marketing industry black box – turning the perspectives upside down and putting data protection and privacy at the heart of the organizations' efforts.

Dr. Sachiko Scheuing, European Privacy Officer for Acxiom, a global leader in marketing services, and Co-Chairwoman of the Federation of European Direct and interactive Marketing Association (FEDMA), based in Brussels. She served as a board member of the Dutch Association of Data Protection Officers (NGFG) for many years, and was one of the founding members of the Confederation of European Data Protection Organisations (CEDPO).

10:50-11:05 **Coffee break**

THEME 3

11:05 THE ORGANIZATIONS' PERSPECTIVE OF GDPR – OPERATIONAL IMPACTS

Moderated by: Daniel Westman, Researcher in Law and Information Technology at Stockholm University

11:15-11:35 What are the largest challenges for authorities in the implementation of GDPR? Can Sweden retain its unique register legislation and how is the principle of public access to official records affected by GDPR?

Cecilia Magnusson Sjöberg, Professor at the Faculty of Law at Stockholm University, where she is in charge of the field Law and Informatics. Cecilia has many years' experience from the practical application of legal rules in digital environments and development of e-applications, primarily in the public sector. Has also taken part in investigations in the field of public authority data legislation.

11.35-11.55 GDPR - Why is it smart for multinationals to prepare now and what approach could they take? Presentation of a client case.

David Frydinger, lawyer and partner at Lindahl law firm. Expert in data protection matters and advisor for Swedish and international companies. David will guide us through a practical case along with **Sara Edlund**, Senior Legal Counsel, Dustin Group.

11:55-13:00 **Lunch**

13:00-13:20 The GDPR as a companion in digital transformation of the financial industry

Maria Holmström Mellberg, Nordea, Group Lead GDPR & Privacy

13:20-13:40 The Data Protection Officer role – the journey from a French perspective

Xavier Leclerc, Vice President and founding member of the French Association of Data Protection Officers (AFCDP), CIO Privacil-Data Privacy Management System (DPMS) / External DPO and global DPO tools solutions.

13.40-14.10 The role of the Data Protection Officer in Europe – Round table on tips and tricks in order to solve the puzzle in practice.

Dr. Jyn Schultze-Melling, **Dr. Sachiko Scheuing**, **Xavier Leclerc**, **Karl-Fredrik Björklund**, Deputy Chair Swedish Data Protection Forum and partner at the law firm Carler, Ingvild Næss, Data Protection Officer for Schibsted Media Group, Norway

Moderator: Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)



THEME 4

14:15 INTERNATIONAL DATA FLOWS – TOOLS AND STRATEGIES IN ORDER TO ACHIEVE AN INTERNATIONAL ENVIRONMENT

Moderated by Michael Hopp, head of Data Protection Law at Plesner Law Firm, Copenhagen

14.20-14:40 The outlook for EU regulation of data transfers under the GDPR

Christopher Kuner, Professor of Law and Co-Chairman of the Brussels Privacy Research Hub at the Vrije Universiteit Brussel, associate professor in the Law Faculty of the University of Copenhagen, affiliated lecturer and Honorary Fellow of the Centre for European Legal Studies of the University of Cambridge, Senior Privacy Counsel in the Brussels office of Wilson Sonsini Goodrich & Rosati, and editor-in-chief of the law journal International Data Privacy Law. Previously founded and led the European Privacy Officers Forum (EPOF)

14:40-15:00 Third country data transfers – what will be viable mechanisms in practice? A discussion around the applicable tools. What if the Privacy Shield or Standard Contractual Clauses are also declared null and void? The watering-down of the rule of law - how do you strategically meet that as an organisation?

Patrick van Eecke, Professor at the University of Antwerp, and Global Co-Chair Data Protection, and Privacy and Security Practice partner at DLA Piper, Brussels.

15:00-15:20 Benchmarking the GDPR readiness in the European organizations – where are we and how do we prepare for the next step? Also some insights on the work by CIPL on their GDPR Project and Recommendations on DPO role, Risk Assessments and DPIAs under the GDPR

Bojana Bellamy, President, Centre for Information Policy Leadership (CIPL)

15:20-15:35 **Coffee break**

THEME 5

15:35 THE USER PERSPECTIVE

15:35-16:05 The Safe Harbor case and Privacy Shield – the story on how we got there and what it all means

Maximilian “Max” Schrems, Austrian legal scholar, author and privacy activist, known for his criticism of Facebook.



THEME 6

16:05 EXECUTION, CONTROL AND NORDIC COLLABORATION

Moderated by Eija Warma, head of Castrén & Snellman Privacy & Data Protection Practice, Helsinki

16:10-16:40 Learnings from the Article 29 Working Party and what to be expected from the EDPB. What will the cooperation between the Data Protection Authorities look like on a European level and will it have an impact on the organizations on a strategic level going forward.

Peter Schaar, Chairman, European Academy for Freedom of Information and Data Protection (EAID), former German Federal Commissioner for Data Protection and Freedom of Information.

16:40-17:00 The collaboration between Nordic authorities, financing and sanctions. To what extent can the DPAs retain their Nordic practices following GDPR. Kristina will address the Authority's work and her own expectations.

Kristina Svahn-Starrsjö, Director General, Swedish Data Protection Authority

17:00-17:30 REFLECTIONS

Closing comments with a panel of the moderators on stage for reflections and take aways

Bojana Bellamy, Björn Johansson Heigis, Daniel Westman, Michael Hopp and Eija Warma

Moderated by Caroline Olstedt Carlström

17:30 EVENING RECEPTION PROVIDING COCKTAILS AND HORS D'OEUVRES BY COURTESY OF DLA PIPER

Changes

NB that the program may come to be altered. New speakers may be added. Please keep an eye on our website and follow us on Twitter (@DPForumSwe) and LinkedIn for more information.

Time and place

Monday October 24, 2016 at 9:30 to 17:30 in Stockholm at Münchenbryggeriet, Torkel Knutssongatan 2, with a reception afterward for all participants.

Exhibition hall

Throughout the day, Monday October 24, 2016 at 9:30 to 17:30, our partners will be available and happy to discuss privacy matters in the exhibition hall, and with a reception afterward for all participants.

Fee

The fee is SEK 3,800 (VAT excluded) for members and SEK 5,500 (VAT excluded) for non-members, including documentation, coffee and lunch. Ahead of the registration, you can apply for membership in Forum för Dataskydd, with an annual fee of SEK 1,445, and pay the lower member fee for this conference. Apply for membership at www.dpforum.se.

Registration

Register by filling out and sending the form on our website www.dpforum.se no later than Tuesday October 18. Registration is binding, but a participant can send someone else in his/her stead

Coordinator/contact

Any questions can be directed to Sophia Geschwind or Berit Gustafsson by e-mail at sg@kursijuridik.se or by phone at +46 (0)8 522 532 00.

Do you want to stay overnight?

Stockholm has many lovely hotels. To make things easier for you, we have three suggested hotels in different price ranges, all close to the conference venue. Click on the link for the hotel you want to book and follow the instructions there.

Hotel Rival (500 meters walking distance from the conference venue)

<http://book.rival.se> Use the promo code FORUM2016 for the nights October 23 and/or 24 2016.

Hotel Hellstens Malmgård (700 meters walking distance from the conference venue)

http://hellstensmalmgard.se/Hellstens_Malmgard

Hilton Stockholm Slussen (800 meters walking distance from the conference venue) [Book here](#)

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Welcome!