



Centre for Information Policy Leadership (CIPL), TRUSTe, The Information Accountability Foundation (IAF) and Information Integrity Solutions Pty Ltd (IIS) Joint APEC Workshop on the Margins of the APEC SOM1 Meetings

BUILDING A DEPENDABLE FRAMEWORK FOR PRIVACY, INNOVATION AND CROSS-BORDER DATA FLOWS IN THE ASIA-PACIFIC REGION

Novotel Lima
Av. Víctor Andrés Belaúnde 198
San Isidro, Lima- Perú

22 February 2016
11:00-18:00

WORKSHOP AGENDA

- 10:30 **Registration for Pre-Workshop and Refreshments**

- 11:00 **A Pre-Workshop Tutorial on Cross-Border Privacy Rules (CBPR) and Privacy Recognition for Processors (PRP) Basics**

- This session will provide an introduction to the APEC CBPR and PRP system. Experienced stakeholders will explain what it is, how it works, how APEC economies can join, how companies can certify, and what is required to become an APEC-recognized “Accountability Agent”.

- ❖ Anick Fortin-Cousens, Program Director, Corporate Privacy Office and Privacy Officer for Canada, Latin America, Middle East and Africa, IBM Corporation
- ❖ Josh Harris, Director of Policy, TRUSTe
- ❖ Markus Heyder, Vice President and Senior Policy Counselor, CIPL

-

- 12:00 **Lunch Break* (*On Your Own*)**
Registration for Workshop

- 13:00 **Welcome and Scene Setting**

- ❖ Josh Harris, Director of Policy, TRUSTe
- ❖ Markus Heyder, Vice President and Senior Policy Counselor, CIPL

- 13:10 **Session I: Promoting Privacy Protection and the Modern Information Economy through Accountability-based Information Management Programs**

This session will consider the APEC Privacy Framework as a foundation for information governance based on organizational accountability. The panelists will



discuss how the accountability-based approach to governance can facilitate compliance and effective privacy protections while enabling innovation, including in the context of big data and the Internet of Things. Panelists will also outline the core elements of accountability programs. This panel is designed to provide broader context for the subsequent “deep-dive” into the APEC Cross-Border Privacy Rules system in the following sessions.

❖ **Moderator: Martin Abrams, Executive Director, IAF**

- ❖ Andrew Reiskind, Deputy Chief Privacy Officer, MasterCard Worldwide
- ❖ Christine Runnegar, Director, Public Policy, Internet Society
- ❖ Huey Tan, Senior Privacy Counsel, Apple Asia

14:10 **Session II: CBPR Deep-dive — Three short sessions on key issues and next steps.**

(1) APEC Accountability Agents – Developing scalable CBPR certification programs and effective accountability agent cooperation to benefit consumers and businesses. (30 minutes)

- ❖ Josh Harris, Director of Policy, TRUSTe
- ❖ Jose Alejandro Bermudez, Managing Director, Latin America, Nymity

14:40 ***Break and Refreshments***

15:00 **Session II: CBPR Deep-dive — Three short sessions on key issues and next steps (continued).**

(2) Implementing the APEC CBPR across the Asia-Pacific Region – A status report and next steps. (35 minutes)

❖ **Moderator: Annelies Moens, Deputy Managing Director, IIS**

- ❖ Daniele Chatelois, Chair, APEC Data Privacy Subgroup
- ❖ Erick Iriarte Ahon, Senior Partner, Iriarte & Asociados
- ❖ Ted Dean, Deputy Assistant Secretary for Services, International Trade Administration, US Department of Commerce

(3) Towards Global Interoperability – Linking the EU Binding Corporate Rules and other accountability programs to the CBPR. (35 minutes)

❖ **Moderator: Hilary Wandall, Associate Vice President, Compliance and Chief Privacy Officer, Merck & Co., Inc.**

- ❖ Caitlin Fennessy, Policy Advisor, International Trade Administration, US Department of Commerce
- ❖ Anick Fortin-Cousins, Program Director, Corporate Privacy Office and Privacy Officer for Canada, Latin America, Middle East and Africa, IBM Corporation
- ❖ Josh Harris, Director of Policy, TRUSTe

16:10

Session III: “More companies will begin to seek CBPR-certification when privacy enforcement authorities affirmatively support the CBPR.” Discuss.

In this session, representatives from APEC government and privacy authorities and companies will engage in a dialogue about the value of the CBPR from their perspectives. Company representatives will explain why companies join the CBPR and why they should get credit for it. Enforcement and government authorities will provide their view on the issue of incentives for companies to join.

- ❖ **Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL**
- ❖ Jon Avila, Vice President, Chief Privacy Officer, Walmart
- ❖ Melinda Claybaugh, Counsel for International Consumer Protection, Office of International Affairs, US Federal Trade Commission
- ❖ Jacobo Esquenazi, Global Privacy Strategist, HP Inc.
- ❖ Ben Gerber, Head, Data Governance & Strategy, Privacy, Security Strategy, DBS Bank Ltd
- ❖ Colin Minihan, Principal Legal Officer, Attorney-General’s Department, Australia

17:10

Session IV: Choice, Consent, Purpose Specification and Collection Limitation – Is the APEC Privacy Framework Ready for Big Data?

In this session, panelists will explore whether and how the APEC privacy principles and the CBPR program requirements are sufficiently flexible to meet the new challenges of big data analytics, the Internet of Things, and other features of the data-driven society and economy.

- ❖ **Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL**
- ❖ Martin Abrams, Executive Director, IAF
- ❖ Blair Stewart, Assistant Commissioner, Office of the Privacy Commissioner, New Zealand
- ❖ Scott Taylor, Chief Privacy Officer, HP Enterprise

18:00

Concluding Remarks

- ❖ Annelies Moens, Deputy Managing Director, IIS



Centre for Information Policy Leadership (CIPL), TRUSTe, The Information Accountability Foundation (IAF) and Information Integrity Solutions Pty Ltd (IIS) Joint APEC Workshop on the Margins of the APEC SOM1 Meetings

BUILDING A DEPENDABLE FRAMEWORK FOR PRIVACY, INNOVATION AND CROSS-BORDER DATA FLOWS IN THE ASIA-PACIFIC REGION

Novotel Lima
Av. Víctor Andrés Belaúnde 198
San Isidro, Lima- Perú

22 February 2016

WORKSHOP PARTICIPANTS

Abel Revoredo
Andrew Reiskind
Angel Paul Hurtado Erazo
Anick Fortin-Cousens
Annelies Moens
Barbara Wanner
Ben Gerber
Blair Stewart
Caitlin Fennessy
Carla Muniz
Carlos Horna Vallejos

Christine Runnegar
Claudia Navarro Tejada
Colin Minihan
Cynthia Téllez Gutiérrez
Daniel Jin
Daniela Huertas
Daniele Chatelois
Eliana Lesem Guerra
Enrique Cavero Safra
Erick Iriarte Ahon
Fernando Casafranca
Fernando Joel Portilla Borda
Gabriel Amaro
Gustavo Rodriguez Garcia
Héctor Figari Costa
Hilary Wandall
Huey Tan
Inés Pando
Jacobo Esquenazi
Jean Pierre Chi Cobba

Revoredo Abogados
MasterCard Worldwide
Ministerio de la Producción del Perú
IBM Corporation
Information Integrity Solutions Pty Ltd.
U.S. Council for International Business
DBS Bank Ltd
The Privacy Commissioner's Office, New Zealand
U.S. International Trade Administration
Junior Achievement Worldwide Peru
GTDI Tecnologías de la Información y Consultoría
E.I.R.L.
Internet Society
Telefónica del Perú S.A.A.
Attorney-General's Department, Australia
Datea Seguro en Perú
Centre for Information Policy Leadership
Ministerio de Comercio Exterior y Turismo del Peru
APEC Data Privacy Subgroup
Martinot Abogados
Hernandez & Cia
Iriarte & Associates
Universidad del Pacífico
Telefónica del Perú S.A.A.
CONFIEP
Benites, Forno & Ugaz Abogados
Microsoft
Merck & Co., Inc.
Apple Asia
Ministerio de la Producción del Perú
HP Inc.
Outside Consulting



Jennie Vizcarra Alvizuri
Jimmy Túllume Salazar
Jonathan Avila
Jose Alejandro Bermudez
Jose Azañero
Josh Harris
Karina Kudakaeva

Lucia Sabina Diaz Garate
Maiko Kawano

Malcolm Crompton
Manuel Bing Maisos
Manuel Silva Pimentel
Maria Blanco
Maria Bolshakova

María Pía Espinel
Mariana Caballero Deza
Markus Heyder
Martin Abrams
Mastura Abd Rahim
Mateo de Azambuja
Melinda Claybaugh
Miguel Denegri
Milagros De Pomar
Natalia Kulieva

Natividad Elena Alegria Martinez
Octavio Espinosa
Oscar de Azambuja
Oscar Douglas
Oscar Montezuma
Rio Miyaguchi
Rosa Maria Luna Cervantes
Scott Taylor
Shernon Osepa
Shinji Kakuno
Silvia Ruiz
Stephen Wong

Steven Emmert
Ted Dean
Verónica Pinillos
William Bayona Paredes
Yoshiyuki Watanabe

Ministerio de Justicia y Derechos Humanos del Peru
Institute of Electrical and Electronics Engineers, Inc.
Wal-Mart Stores, Inc.
Nymity, Inc.
Ministerio de la Producción del Perú
TRUSTe
Radio Research and Development Institute (NIIR),
Russia
Ministerio de Comercio Exterior y Turismo del Peru
Specific Personal Information Protection Commission
of Japan
Information Integrity Solutions Pty Ltd.
Hunton & Williams LLP
Telefónica del Perú S.A.A.
Apple
Radio Research and Development Institute (NIIR),
Russia
Universidad del Pacífico
Telefónica del Perú S.A.A.
Centre for Information Policy Leadership
Information Accountability Foundation
Department of Personal Data Protection, Malaysia
Ouside Consulting
Federal Trade Commission
MasterCard Worldwide
IBM Peru
Ministry of Telecom and Mass Communications of the
Russian Federation
Ministerio de Justicia y Derechos Humanos del Peru
Private Consultant
Universidad del Pacífico
Ministerio de Relaciones Exteriores de Chile
Montezuma & Porto
Japan Ministry of Economy, Trade and Industry
Telefónica del Perú S.A.A.
HP Enterprise
Internet Society
Japan Ministry of Economy, Trade and Industry
Universidad Nacional Federico Villarreal
Office of the Privacy Commissioner for Personal Data,
Hong Kong
RELX Group
U.S. International Trade Administration
Martinot Abogados
Asociacion de Exportadores
Yahoo! Japan