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

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