DEFINING A 2016 STRATEGY FOR INNOVATION AND PRIVACY COMPLIANCE

Hosted by Google

Google San Francisco
345 Spear Street
San Francisco, CA 94105

Monday, February 29, 2016 | 2:00-5:00 PM

AGENDA

This is an open roundtable discussion with assigned discussion leads to introduce each session

1:30 Registration

2:00 Welcome and Roundtable Objectives
   ✷ Bojana Bellamy, President, CIPL
   ✷ Keith Enright, Director, Privacy Legal, Google

2:10 Session I — Protecting Data-Driven Innovation and Achieving Privacy Compliance and in a Time of Regulatory Changes in Europe and Elsewhere
   This discussion will focus on organizations’ readiness for implementing the EU GDPR, associated key challenges and areas requiring further interpretation.¹ The session may also touch on key developments in other regions and how they are impacting organizations’ global strategies and responses as well as issues relating to the impact of privacy regulations generally on innovation and beneficial use of information.
   Discussion leads:
   ✷ Keith Enright, Director, Privacy Legal, Google
   ✷ Laura Juanes Micas, Assistant General Counsel, International Privacy & Human Rights, Yahoo! Inc.
   ✷ JoAnn Stonier, EVP, Chief Information Governance & Privacy Officer, MasterCard

3:30 Break

3:45 Session II — Protecting Global Data Flows
   This discussion will focus on global data flows, cross-border transfer mechanisms such as the new EU-US Privacy Shield, Binding Corporate Rules, Standard Contract Clauses and the APEC Cross-Border Privacy Rules, as well as the numerous emerging obstacles to cross-border data flows such as data localization requirements.
   Discussion Leads:
   ✷ Jane Horvath, Senior Director of Global Privacy, Apple
   ✷ Barbara Lawler, Chief Privacy Officer, Intuit
   ✷ Hilary Wandall, AVP, Compliance and Chief Privacy Officer, Merck & Co. Inc.

5:00 End of Roundtable

¹ See Appendix for list of GDPR focus issues from CIPL Project on GDPR Implementation
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ROUNDTABLE PARTICIPANTS

Chris Babel
TRUSTe

Shakir Banthanavasi
Wal-Mart Stores, Inc.

Bojana Bellamy
Hunton & Williams

Paula Bruening
Intel Corporation

Lydia de la Torre
PayPal

Demetrios Eleftheriou
Symantec Corporation

Keith Enright
Google

Laura Hamady
PayPal

Carolyne Herzog
Symantec Corporation

Markus Heyder
Hunton & Williams

Jane Horvath
Apple

Lara Kehoe Hoffman
Netflix

Laura Juanes Micas
Yahoo! Inc.

Victoria King
UPS

Amana Latif
WhatsApp Inc.

Christopher Lang
UPS

Barbara Lawler
Intuit

Eric Lentell
Fitbit

Brendon Lynch
Microsoft Corporation

Patrick Lytle
Fitbit

Josh Maxfield
Garmin International

Zoe McMahon
HP Inc.

William Min
Starwood Hotels & Resorts Worldwide, Inc.

Sherri Osborne
PayPal

Edward Palmieri
Facebook, Inc.

Russell Schrader
Commerce Signals, Inc.

Dana Simberkoff
Avepoint, Inc.

Aaron Simpson
Hunton & Williams

Amy Skryja
Dolby Laboratories, Inc.

Lisa Sotto
Hunton & Williams

JoAnn Stonier
MasterCard Worldwide

Steven Tiel
Accenture

Bill Way
Amazon.com

Hilary Wandall
Merck & Co., Inc.

Jack Yang
Visa Inc.

Robert Yonaitis
BeyData, LLC
CIPL PROJECT ON GDPR IMPLEMENTATION

PROPOSED PROJECT FOCUS TOPICS
“5 BUCKETS”

1. Data Privacy Programmatic Management
   • Accountability and its elements under the GDPR for controllers and processors
   • Appointment and role of the DPO
   • Assessing risk under the GDPR - privacy impact assessments, privacy by design, breach notification
   • Evidencing and demonstrating accountability externally
   • Privacy seals, certifications, codes of conduct
   • Harmonisation and consistent implementation

2. Core Principles and Concepts
   • Legitimacy (consent /age of consent, legitimate interest), decisions based on profiling, transparency, purpose limitation, pseudonymisation

3. Individual Rights
   • Data portability, new aspects of data erasure and right to object, transparency

4. International Data Transfers
   • Adequacy decisions, BCR, Model Contracts, the new EU-US Privacy Shield, derogations, seals and certifications, Art. 43a, interoperability with non-EU mechanisms

5. Relationship with DPAs, Enforcement and Sanctions
   • Smart Regulation
   • Main establishment, One-Stop-Shop and relationship with DPAs
   • Role and powers of the DPA
   • Role and powers of the European Data Protection Board (EDPB)
   • Consistency procedure
   • Sanctions and liability
   • Links with EU strategy for Digital Single Market and Smart Regulation