

Centre for Information Policy Leadership US West Coast Roundtable for Corporate Privacy Leaders

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
Carolyn Herzog	Symantec Corporation
Markus Heyder	Hunton & Williams
Jane Horvath	Apple
Lara Kehoe Hoffman	Netflix
Laura Juanes Micas	Yahoo! Inc.
Victoria King	UPS
Amna 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.
Sherrie 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 Tiell	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