14th Annual
Data Protection Practical Compliance Conference

Keynote Speaker:
Graham Doyle
Deputy Data Protection Commissioner for Ireland

This year’s conference is dedicated to examining the developments in data protection and continued practical implications of the GDPR

“Excellent day! The presentations provided practical advice that will be useful in my day to day job.”
Jason Palmer
AXA Life Europe Ltd

“Extremely helpful and well organised.”
Jim O’Connell
Douglas Credit Union

“Very informative and enjoyable. The handouts are very good.”
Stephen Nolan
Microsoft

“Excellent presentations.”
Paul Dawson
Dublin City Council

www.pdpconferences.com
KEYNOTE and Q&A session
Graham Doyle – Deputy Commissioner & Head of Communications, Data Protection Commission
The Deputy Commissioner will present a Keynote Address followed by an extended Q&A session. Delegates are encouraged to bring their questions to the conference.

The Changing Face of Subject Access under the GDPR
Tom Hulton – Head of Data Privacy, An Post
The burden on organisations of complying with the rights of individuals to gain access to their data has increased under the GDPR. This talk discusses the practical effects of the GDPR on the right to subject access, and provides delegates with insights on how to deal effectively and efficiently with requests for information.

Transparency – an Opaque Requirement?
Grainne Mannion – Compliance Manager, AIB
The GDPR mandates ‘transparency’ as a requirement of data protection. This talk looks at the ingredients of transparency, and how organisations can best comply with this important requirement.

One Stop Shop: One Regulator, One Fine, One Appeal?
John Whelan – Partner, A&L Goodbody
The one-stop-shop system was intended to simplify regulation across the EU. This talk considers the complexities of the mechanism introduced by the GDPR and implemented by the supervisory authorities, and how controllers have been availing of it in practical terms. Amongst other areas, John also discusses the challenges of co-operation and consistency across the EU, and the key role that the Irish DPC is playing.

How the Cookie Crumbles…
Fedelma Good – Director, PwC
This session explores the issues impacting adtech - from the dependence on cookies to the calls for the value of data to be shared with data subjects – and provides practical guidance to organisations on how to manage the current onslaught.

Brexit – What Organisations in Ireland Should Now Do
Rosemary Jay – Senior Consultant Attorney, Hunton Andrews Kurth
The prospect of Brexit is not a comfortable one for many organisations, not least because it creates uncertainty around data flows between Ireland and the UK. In this talk, the author of “Guide to the General Data Protection Regulation” explains the likely effect of Brexit on organisations based in Ireland and what they can do to mitigate against any possible damage.

Managing the Risks of BYOD and Social Media in the Workplace
Robert Bond – Partner, Bristows
While organisations have been focusing on protecting personal data and managing cyber risks, not enough attention has been given to the risks posed by personal devices and also the use of social media in the workplace. This talk provides a practical guide to securing confidentiality, trade secrets, reputation and also personal data from misuse or error by staff.

Does Privacy Spell the End for AI?
Vivienne Arzt – Chief Privacy Officer, Refinitiv
The opportunities are seemingly endless with AI, but can we innovate at speed and comply with an increasingly complex array of privacy laws and regulations across the globe? This session explores the data protection implications, the role of ethics and whether we are able to innovate AI in a way that can comply with privacy concerns.

Further details of the content of each Presentation is available online

www.pdpconferences.com
Whilst organisations are required to inform the Supervisory Authority of data breaches in certain circumstances, it remains unclear as to exactly what those circumstances are. The DPC and other European regulators have said that they are receiving too many notifications when they aren’t necessary. But, on the other hand, we don’t want to fail to notify when it’s a requirement to do so (not least due to the hefty potential fines). This Workshop looks at all practical aspects of the breach notification process, including:
- how to identify the types of incidents that must be notified to data protection regulators
- practical advice on how to prepare for possible breach notifications (including incident response plans)
- how to go about notifying regulators: what regulators expect to be told
- how to maintain the compulsory internal breach register
- what triggers the additional requirement to notify individuals

The GDPR has a significant impact on how employers handle their employees’ personal data. Many standard HR practices which existed prior to the GDPR now need to be documented and adapted. This Workshop provides delegates with guidance on the changes that need to be made to HR practices, including detailed guidance in the following key areas:
- conducting pre-employment background checks: what can be asked and when?
- monitoring employees in the workplace: what notice needs to be given to employees and how can data obtained from monitoring be used?
- providing employees with copies of the data: how should access requests now be handled?
- changing the culture – what do employees need to be equipped with to ensure GDPR compliance?

Marketing is a critical area for most businesses and is heavily impacted by the GDPR, as well as e-privacy legislation. With the changes to these regimes and their interpretation, combined with the regulatory interest in new technologies and compliant approaches, especially online, there is increasing pressure to adopt practices that are appropriate. This Workshop provides delegates with practical insights to:
- make sense of relevant GDPR and e-Privacy legal requirements which apply
- improve awareness of the overlap between cookies, personal data and the GDPR
- understand when e-Privacy applies in addition to the GDPR
- design a marketing strategy informed by the limitations in respect of reliance on consent and/or legitimate interests
- improve awareness of steps needed to deal with opt-in, opt-out and withdrawal of consent

The GDPR has brought a much closer focus on the need for a controller to have a ‘lawful basis’ to process personal data and, if relevant, special category personal data. While obtaining a data subject’s consent is one of a range of possible options, it is by no means always required and is often not the most appropriate basis. This workshop looks closely at the circumstances when consent should (and shouldn’t) be the ‘go to’ basis, as opposed to other lawful bases available, by considering a variety of practical scenarios and asking:
- what are the requirements for a lawfully valid consent?
- is consent practical?
- what is the impact on individual rights?
- when are other lawful bases better?

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**BIographies**

Vivienne Artz is Chief Privacy Officer at Refinitiv, having previously been Managing Director at Citibank in London. Vivienne has recently completed a two year term as co-chair of the UK Citi Women Network, and chair of the Legal Diversity Council for EMEA, and is currently a Citi Women Community Ambassador.

Robert Bond is a Partner at Bristows. He has specialised in technology law for over 40 years and is also a well-recognised expert and author in the legal fields of data protection and cyber security. He is a member of the United Nations Privacy Advisory Group, is an Ambassador for Privacy by Design and is a Member of the Examination Board for the Practitioner Certificate in Data Protection.

James Clark is a Senior Associate in the Data Protection, Privacy and Cyber Security group at DLA Piper. He advises on compliance and contract issues in the fields of data protection, privacy, direct marketing and freedom of information law, and also regularly helps clients to respond to and manage multi-jurisdictional data security incidents.

Graham Doyle is Deputy Commissioner and Head of Communications at the Irish Data Protection Commission (DPC), having been first appointed in October 2017. Graham has responsibility for the operationalising and management of the DPC’s Communications Strategy. Graham also has responsibility for the DPC’s first-line response functions and Corporate Affairs.

Liz Fitzsimons is a Partner at Eversheds Sutherland specialising in data protection. Liz helps clients with all aspects of data protection, and her work includes strategic advice on national and multi-national data privacy, including assisting clients with audits, transfer and compliance programmes and development of supporting documents.

Fedelma Good is a Director in PwC’s multi-disciplinary data protection practice. Fedelma has expertise in a unique combination of technology, marketing, regulation and information/data management issues. She has chaired and contributed to a number of industry working groups relating to open data, cookies and the development of best practice guidelines for the use of data for marketing purposes.

Tom Hulton is Head of Data Privacy at An Post, and Chair of the Association of Data Protection Officers. A data protection officer since 2008, he has extensive experience of handling a wide variety of access requests and other subject rights requests.

Linda Hynes is a Partner in Lewis Silkin. She advises on all aspects of the employment law relationship from recruitment to termination, including the data protection aspects of all HR practices. Linda holds the Practitioner Certificate in Data Protection.

Rosemary Jay is a Senior Consultant Attorney in Hunton Andrews Kurth’s Global Privacy Practice and author of Guide to the General Data Protection Regulation (Sweet & Maxwell). She advises clients on privacy, data protection, human rights, access to information and related information law issues. She has worked in the area of information law since 1987. Rosemary joined the firm having previously been a Partner and Head of the Information Law group at Pinsent Masons. Rosemary speaks and writes widely on data protection and access to information, both nationally and internationally.

Brian Johnston is a Partner in the Privacy & Data Security team at Mason Haynes & Curran. He specialises in helping clients to implement global privacy and data transfer programs, including Privacy Shield and Binding Corporate Rules, and to develop and launch new and innovative technologies in Europe. Brian also has particular expertise assisting clients dealing with regulatory investigations and enforcement action.

Paul Lavery is a Partner and the Head of the Technology and Innovation Group in McCann FitzGerald. Paul specialises in all aspects of data protection law including data protection compliance issues, dealing with access requests, data security breach issues, Data Protection Commissioner audits and investigations, marketing obligations, data protection notices and contractual provisions, international data transfers and registration obligations. He is a Member of the Examination Board for the Practitioner Certificate in Data Protection.

Gráinne Mannion is a Compliance Manager in AIB Group’s Compliance Department. Gráinne is a qualified solicitor and has extensive experience in advising on regulatory issues in the domestic market and also on a cross border basis. In previous roles Gráinne had responsibility for developing internal policies and procedures to ensure compliance with both the Data Protection Acts 1988 and 2003 and the ePrivacy Regulation 2011 while advising on and monitoring a range of data protection issues such as data disclosures, direct marketing, data subject access requests and data breaches.

Doug McMahon is Partner in the Technology and Innovation Group in McCann FitzGerald. Doug provides specialist advice on contentious and non-contentious data protection matters, including conducting privacy impact assessments, drafting data protection policies, notices and data processing clauses, dealing with access requests, data security breach issues, Data Protection Commissioner audits and investigations, marketing obligations, international data transfers and registration obligations. Doug has assisted clients in creating GDPR compliance programmes and advising on implementing policies and procedures to comply with the new requirements under the GDPR.

Stephanie Pritchett is Partner at Pritchetts Law LLP, a specialist data protection and privacy law firm. She has worked in the field of data protection law since 2000, and advises a wide range of both private and public sector clients on all aspects of data protection, information and privacy law, including advising on data protection audits; implementing internal compliance programmes and policies; and advising on marketing compliance, regulator investigations and security breach handling.

John Whelan is a Partner and Head of the Commercial & Technology Group at A&L Goodbody. John advises clients on commercial, regulatory and contentious matters with a focus on commercial contracts, technology, privacy, IP and telecoms. On the IP side he has been involved in most of the significant patent cases that have come before the Irish courts, and on the commercial side some of the largest technology projects completed in the Irish market. John also advises tech and pharma companies establishing operations in Ireland. He established and headed up A&L Goodbody’s US offices in San Francisco and Palo Alto from 2013 to 2016.
The Conference was very practically based – therefore very useful.
Tara Glynn
Company Secretary
ACC Bank plc

Very enjoyable and well run conference.
David Whelon
Corporate Information Security Manager
Bord Gáis Éireann

Practical information on handling subject access requests was particularly useful.
Ann Smith
Senior Finance Executive Chartered Accountants Ireland

Particularly useful was the guidance on formulation and structure of data protection policies.
Dan McDonnell
Section Head - Community and Student Services Co Carlow VEC

Content was excellent.
Philip Higgins
Business Warehousing Development Officer ESB Energy Solutions

Presentations were very useful and informative.
Niall McDonnell
County Secretary
Wexford County Council

Excellent.
Laura Doherty
Compliance Consultant
Zurich Insurance

Excellent day! The presentations provided practical advice that will be useful in my day to day job.
Jason Palmer
Head of Compliance and Risk AXA Life Europe Ltd

Very informative and practical.
Deirdre Hyland
Head of Information Management Services Mater Misericordiae University Hospital Ltd

Very worthwhile – excellent!
John Connaughton
Training Services Executive Irish Sea Fisheries Board

Facilities and conference material excellent.
Orna-Richella Maquire
Principal Assistant
The Revenue Commissioners

A good list of speakers who presented well.
Michael O'Malley
Senior Corporate Lawyer Danske Bank

Good content and excellent speakers. Great venue.
Kate Colleary
Solicitor O'Donnell Sweeney

Very helpful practical approach.
Irena Sharapova
Solicitor
Kerry Group

Very useful materials.
Valerie Ryder
Administrative Assistant University of Limerick

Excellent content and focus on best practice.
Conor Savage
Online Operations Executive Paddy Power

Fees and terms

Whole Conference (Speakers’ Presentations Day plus two Workshops) £995
Speakers’ Presentations Day plus one Workshop £850
Speakers’ Presentations Day only £695
Two Workshops only £645
One Workshop only £495

Additional delegates: 5% discount for second and 10% discount for third and subsequent delegates booked at the same time and from the same organisation. Discounts will be applied to the delegate/s with the least expensive booking.

Terms: This booking is made subject to the terms and conditions available at www.pdpconferences.com/terms

Please let us know if any delegates have special requirements. A vegetarian option is available for lunch.

Three Ways to Book:

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Practitioner Certificate in Data Protection (GDPR)

The Practitioner Certificate in Data Protection (GDPR) is the practical qualification for those that work in the fields of data protection and privacy. It is fully up to date with the requirements of the General Data Protection Regulation.

www.dataprotectionqualification.com

Programme Requirements

To qualify, candidates must attend the following courses, which run throughout the year, and pass an Examination (each December & June):

• Data Protection Essential Knowledge - Level 1
• Data Protection Essential Knowledge - Level 2
• Handling Access Requests
• Data Security

Choose one of three Elective Courses:

• Data Protection in the Workplace
• International Data Transfers
• Conducting Data Protection Impact Assessments

FULLY UP TO DATE WITH THE REQUIREMENTS OF THE GDPR

“The Practitioner Certificate in Data Protection provided by PDP was excellent; each tutor was extremely knowledgeable and brought each course to life with real life examples.”

“I’m so pleased to have achieved this qualification. The course content was excellent and the speakers were always willing to share their experience and discuss detailed practical scenarios.”

Also available on a Distance Learning basis

www.pdptraining.com