18th Annual
Data Protection Compliance Conference

Keynote Speaker:
Elizabeth Denham
UK Information Commissioner

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

"An excellent Conference: speakers, programme and organisation."
Teresa Gudge
Airbus

"Speakers delivered good insights into various aspects of the GDPR."
Paul Woods
UK Government Legal Department

“Very relevant.”
Nicola Hermansson
Ernst & Young

“Very informative and well executed conference”
Claire Robson
Kent & Medway NHS Trust

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KEYNOTE SPEAKER:
Elizabeth Denham – UK Information Commissioner

**Brexit – What Organisations Need to Do to Prepare**
Rosemary Jay - Senior Consultant Attorney, Hunton & Williams

Whatever form Brexit takes, organisations need to be prepared for the changes. Although the provisions of the GDPR are highly likely to continue to apply in the UK post Brexit, the new environment will inevitably require internal adjustments within organisations. This talk, from the author of *Guide to the General Data Protection Regulation*, looks at several issues that are likely to arise, including amendments that will be needed to commercial contracts, changes to documentation to meet transparency requirements, alterations in arrangements with outsourced service providers, and issues regarding transfer of personal data to and from the EU 27 as well as to non-EU countries.

**The Changing Face of Subject Access under the GDPR**
Suzanne Rodway - Group Head of Privacy, RBS

The burden on organisations of complying with the rights of individuals to gain access to their data has increased under the GDPR. The dramatically enhanced fining regime, and the fact that most complaints to the regulator are about subject access, now means that organisations have a strong incentive to get this right. This talk discusses the practical effects of the GDPR and recent cases on the right to subject access, and provides delegates with insights on how to deal effectively and efficiently with requests for information.

**Managing the Risks of BYOD and Social Media in the Workplace**
Robert Bond - Partner, Bristows

Whilst 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 discusses the issues that organisations need to consider to avoid potential liability.

**GDPR vs Blockchain**
Ellis Parry - former Global Lead (Data Privacy), BP

The words “blockchain” and “Bitcoin” are almost synonymous and although their births were inextricably linked they are two different things with cryptocurrencies just one possible use for a blockchain. This session describes some of the perceived problems with blockchains and GDPR compliance and crystalizes the real issues with their operation, projecting how blockchains may be usefully utilised in various industries.

**Developing a Culture of Data Protection Compliance**
Ben Westwood - Associate Director, IHS Markit

The culture of an organisation is critical to the success of its data protection programme. Businesses need to move away from box ticking exercises and build a framework that embeds a culture of privacy across the entire organisation. But, from a practical standpoint, how can this be achieved? This talk provides real world examples and strategies for driving cultural change within organisations.

**Does Privacy Spell the End for AI?**
Vivienne Artz – 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.

**DPO PANEL**

A panel of Data Protection Officers from prominent organisations provide valuable insights into how they are ensuring compliance in the post-GDPR era.
Morning Workshops (9.30 am - 12.45 pm)

**A Moving from Compliance to Accountability**
Bridget Treacy – Partner, Hunton Andrews Kurth

Many organisations consider they have now achieved a good level of compliance with the GDPR, but how many organisations have truly embraced accountability? In this Workshop, delegates will:
- consider in detail the universal elements of accountability
- learn how the requirements of the GDPR map to the requirements of accountability
- understand what data protection regulators expect from accountable organisations
- consider practical challenges to implementing accountability, and how to overcome them

**B Making Sense of Marketing in a Digital World**
Liz Fitzsimons – Partner, Eversheds Sutherland

Marketing is a critical area for most businesses and is heavily impacted by the GDPR, as well as e-privacy legislation. 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

**C Data Protection by Design and by Default – What’s Actually Required?**
Peter Given – Legal Director, Womble Bond Dickinson

This Workshop considers the requirements of Data Protection by Design and by Default in practical contexts using case studies, and includes:
- understanding what may need to be changed in your organisation
- designing an effective framework so that design and default elements are built in
- creating necessary awareness amongst staff members

**D GDPR Contracts – Common Issues, Hints and Tips for Contracting and Apportioning Liability**
James Clark – Senior Associate, DLA Piper

Whilst the rush to update contracts prior to the entry into force of the GDPR has now passed, many organisations are still finding that data protection is one of the most complex and protracted parts of any contract negotiation. This Workshop analyses the practical issues which arise in contract negotiations, including:
- audit rights
- sub-processor models
- provision of assistance by the processor, including recovery of costs
- international transfer permissions
- descriptions of data processing
- liability - including indemnities and liability caps
- data sharing and joint controller agreements

Afternoon Workshops (2.00 pm - 5.15 pm)

**E Data Protection in the Workplace – the Latest Guidance**
Ann Bevitt – Partner, Cooley (UK) LLP

The GDPR requires significant changes to how employers handle their employees’ personal data. This Workshop provides delegates with guidance on the changes that need to be made to HR practices, including detailed guidance in the following two key areas:
- conducting pre-employment background checks: what can be asked and when?
- monitoring employees in the workplace: what notice now needs to be given to employees and how should data obtained from monitoring be handed?

**F Do I really need consent?**
Mark Watts – Partner, Bristows

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. 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?

**G Practical Ramifications of the Right to be Forgotten, and Related Rights**
Leonie Power – Partner, Fieldfisher

The GDPR creates a much stronger right of erasure of personal data (“right to be forgotten”) than existed previously. But the way in which this right works, and exactly when individuals are entitled to have their data deleted by controllers, can be confusing. This session offers practical guidance on:
- when the right actually applies
- what the requester is entitled to
- the extent of the obligations on controllers as regards data deletion
- the exceptions to the right to be forgotten (when requests can be refused)
- insight into the practical implications of the related rights of objection and restriction

**H Breach Notifications – What’s Required in Practice**
John O’Brien – Associate, Reed Smith

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 ICO and other European regulators have said that they are receiving too many notifications when they aren’t necessary. This Workshop looks at:
- 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
**Vivienne Artz** is Chief Privacy Officer at Refinitiv, having previously been Managing Director and Head of International for the Intellectual Property and Technology Law Group in the General Counsel’s Office at Citibank in London. She 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.

**Ann Bevitt** is a partner in Cooley’s London office, where she focuses on employment, labour, privacy and data security issues. Ann was named as one of the top 50 UK executives across all industries who work part time or flexibly in Timewise’s 2014 Power Part Time List.

**Robert Bond** is a Partner at Bristows. He is a member of Tech UK Big Data and Analytics Council and the United Nations Privacy Advisory Group, is on the advisory Board of the Data Protection Academy of Malaysia, and is an Ambassador for Privacy by Design. He is named in the National Law Journal’s list of 50 Governance Risk & Compliance Trailblazers, listed in the top 10 in “the Who’s Who of Information Technology Lawyers 2014” and also in “Best Lawyers in UK 2016”.

**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.

**Elizabeth Denham CBE** was appointed UK Information Commissioner in July 2016, having previously held the position of Information and Privacy Commissioner for British Columbia, Canada and Assistant Privacy Commissioner of Canada. She has set out a commitment to ensuring companies are transparent with the public about how personal information is used, notably with high-profile investigations into Yahoo, Camelot, WhatsApp and Facebook.

**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.

**Peter Given** is Legal Director at Womble Bond Dickinson specialising in data protection and privacy law. Peter regularly contributes articles to academic and trade publications. He has authored articles which have been published in *Privacy and Data Protection Journal*.

**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.

**John O’Brien** is an Associate at Reed Smith’s IP, Tech & Data group specialising in privacy, data protection and technology law. John advises leading companies on technology contracting issues, transboundary data flows and cross-border investigations by data protection agencies.

**Ellis Parry** started his career as a solicitor in private practice, after gaining his MBA, before joining AstraZeneca pharmaceuticals in 2001 as a specialist IT lawyer. Ellis became AstraZeneca’s Global Privacy Officer in 2005, leaving to join BP as its Global Lead for Data Privacy in 2010.

**Leonie Power** is a Director in Fieldfisher’s top-ranked Privacy, Security & Information Law Group and a highly experienced privacy and data protection law specialist. Leonie qualified as a solicitor in England & Wales in 2000 and provides strategic and practical advice on the full range of data protection and privacy issues affecting business operations.

**Suzanne Rodway** is Group Head of Privacy at RBS. She has responsibility for bank secrecy as well as worldwide oversight of the group’s compliance with privacy and data protection laws. Suzanne is a Member of the Examination Board on the Practitioner Certificate in Data Protection.

**Bridget Treacy** leads the UK Privacy and Cybersecurity practice at Hunton Andrews Kurth LLP. Her practice focuses on all aspects of privacy, data protection, information governance and e-commerce issues for multinational companies across a broad range of industry sectors. Bridget is the Editor of *Privacy & Data Protection* journal.

**Mark Watts** is a Partner at Bristows. He advises companies on IT legal issues such as software development, system deployment, outsourcing, E-Commerce and data protection. Much of Mark’s experience was gained in-house at IBM where he held various roles. Mark is a member of the editorial board of *Privacy & Data Protection Journal*.

**Ben Westwood** is Associate Director of Privacy & Data Protection at IHS Markit. At IHS Markit, Ben is responsible for the company’s global data protection framework, focusing on management of policies, standards and processes, supervision of regulatory programs. Ben holds the Practitioner Certificate in Data Protection qualification.
Three Ways to Book:

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### Fees and terms

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<th>Package Description</th>
<th>Price (£) plus VAT</th>
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<tr>
<td>Whole Conference (Speakers’ Presentations Day plus two Workshops)</td>
<td>£1,195</td>
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<tr>
<td>Speakers’ Presentations Day plus one Workshop</td>
<td>£995</td>
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<tr>
<td>Speakers’ Presentations Day only</td>
<td>£795</td>
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<td>Two Workshops only</td>
<td>£745</td>
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The Speakers’ Presentations Day and the Workshops may be booked together or in any combination.

**Additional delegates**: 10% discount for all additional delegates booked at the same time. Discounts will be applied to the delegate/s with the least expensive booking/s.
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 as a Residential or on a Distance Learning basis