

# Strengthening Data Protection Standards in Europe: Towards a Harmonised European Digital Market



**Tuesday 1<sup>st</sup> July 2014**  
NH Hotel du Grand Sablon  
Brussels



# Strengthening Data Protection Standards in Europe: Towards a Harmonised European Digital Market

## Overview

At its core, data protection is about preserving a right that is outlined in the Charter of Fundamental Rights of the European Union and in the Lisbon Treaty. In January 2012, the European Commission proposed a reform of the EU's 1995 data protection rules to strengthen online data protection rights and boost Europe's digital economy, which the Parliament voted through in March this year. The first major overhaul of data protection legislation since 1995, the reforms aim to strengthen online data protection rights by giving people more effective control of their personal data online, and boost Europe's digital economy, making it easier for businesses to operate and innovate in the EU's Single Market.

Collected, analysed and moved across the globe, personal data has acquired enormous economic significance with the value of European citizens' personal data having the potential to grow to approximately €1 trillion annually by 2020. The Regulation will establish a single, pan-European law for data protection, replacing the current inconsistent patchwork of national laws. This will allow companies to deal with one single supervisory authority, rather than 28, the benefits of which are estimated to be valued at €2.3 billion per year. With seven out of ten Europeans being concerned about the potential use of the information disclosed by companies, the reforms include a 'right to be forgotten', allowing citizens to delete their data from companies' computer systems, and a 'right to portability', making it easier for citizens to transfer their personal data between service providers.

This timely international symposium provides an invaluable opportunity for key stakeholders within the public and private sector to explore the measures that are being taken to reduce territorial fragmentation of data protection laws and move towards a harmonised EU digital single market. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate with local and regional practitioners and policy makers at EU level.

***The message the European Parliament is sending is unequivocal: This reform is a necessity, and now it is irreversible. Europe's directly elected parliamentarians have listened to European citizens and European businesses and, with this vote, have made clear that we need a uniform and strong European data protection law, which will make life easier for business and strengthen the protection of our citizens. Data Protection is made in Europe. Strong data protection rules must be Europe's trade mark. Following the U.S. data spying scandals, data protection is more than ever a competitive advantage... Today's vote is the strongest signal that it is time to deliver this reform for our citizens and our businesses."***

- Vice-President Viviane Reding, EU's Justice Commissioner, March 2014

***Data protection in the European Union is a fundamental right. Europe already has the highest level of data protection in the world. With the EU data protection reform which was proposed exactly two years ago – in January 2012 – Europe has the chance to make these rules a global gold standard. These rules will benefit citizens who want to be able to trust online services, and the small and medium sized businesses looking at a single market of more than 500 million consumers as an untapped opportunity. The European Parliament has led the way by voting overwhelmingly in favour of these rules. I wish to see full speed on data protection in 2014."***

- Vice-President Viviane Reding, EU's Justice Commissioner, January 2014

## Venue and Accommodation

NH Hotel Grand Sablon,  
Rue Bodenbroek 2/4. B-1000 Brussels  
Belgium



## Why Attend?

- ✓ Discuss the impending reforms of the data protection rules, and how Member States and the industry can prepare for the practical implementations
- ✓ Examine how best to ensure the interoperability of the new EU rules with privacy frameworks worldwide
- ✓ Consider ways to achieve the right balance between citizens' privacy needs and growth in Europe's digital economy
- ✓ Assess how illegal practices on the 'Deep Web' can be tracked and how these can be prevented
- ✓ Explore legitimate and non-legitimate uses of profiling and price-discrimination

## Who Should Attend?

- Data Protection Authorities
- Police Authorities
- Project Managers
- Authors
- Executive Directors
- IP Law Experts
- Media Experts
- Internet and E-Commerce Experts
- Book and Newspaper Publishers
- Broadcasters
- European Telecom Operators
- National Governmental Organisations
- Legal Advisers
- Local and Regional Government Departments and Bodies
- Regulatory Bodies
- Citizens Advice
- Third Sector Practitioners
- Private Sectors Employers
- Public Sector Employers
- Campaigning Organisations
- International Organisations
- Academics, Researchers and Analysts

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## Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	<b>Reforming the Data Protection Legal Framework</b> <ul style="list-style-type: none"><li>• Discussing the Main Aspects of the Concept and Definition of Personal Data</li><li>• Modernising the Data Protection Rules - Progress and Challenges</li><li>• Addressing the Fragmentation of European Data Protection Laws</li><li>• The e-Privacy Directive 2002 - Lessons Learned</li><li>• Recommendations for Future Policy Developments</li></ul>
10:40	<b>First Round of Discussions</b>
11:10	Morning Coffee Break
11:30	<b>Ensuring Innovation and Growth in Europe's Digital Economy</b> <ul style="list-style-type: none"><li>• Creating a Level-Playing Field for all Companies, Regardless of their EU or Non-EU Location</li><li>• Privacy and Online Behavioural Advertising, Legitimate and Non-Legitimate Uses of Profiling and Price-Discrimination</li><li>• Assessing the Accountability of Data Protection in Cloud Environments</li></ul>
12:00	<b>Second Round of Discussions</b>
12:30	Networking Lunch
13:30	<b>Protecting EU Citizens' Right to Privacy</b> <ul style="list-style-type: none"><li>• Assessing the Efficiency of the Data Retention Directive</li><li>• Raising Awareness of Users' Digital Footprints - The Role of Privacy Education</li><li>• Balancing Privacy and Free Expression in the 'Right To Be Forgotten'</li><li>• Past and Ongoing Initiatives - Lessons Learned and Recommendations</li></ul>
14:00	<b>Third Round of Discussions</b>
14:30	Afternoon Coffee Break
14:50	<b>Exploring the Hidden Internet - Current Challenges for Privacy and Anonymity</b> <ul style="list-style-type: none"><li>• Understanding How the Deep Web Functions</li><li>• Raising Awareness of Users' Digital Footprints - The Role of Privacy Education</li><li>• Promoting Child Safety Online - Restricting Abusive Material and Protecting Children's Privacy</li><li>• Tracking Illegal Pursuits on the Deep Web</li><li>• Conclusions and Recommendations</li></ul>
15:20	<b>Fourth Round of Discussions</b>
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Symposium Close

*\*\*Please note that the programme is subject to change without notice\*\**

## Event Details

**Date:** Tuesday 1<sup>st</sup> July 2014  
**Time:** 10:00am – 4:30pm  
**Venue:** NH Hotel du Grand Sablon, Brussels



## Speakers Include

- ✓ **Philippe Renaudiere**, Head of Unit - Data Protection Officer, European Commission (confirmed)
- ✓ **Jan Ellermann**, Senior Specialist in the Data Protection Office, Europol (confirmed)
- ✓ **Mark Elliot**, Director, UK Anonymisation Network, Senior Lecturer, University of Manchester, UK (confirmed)
- ✓ **Kimon Zorbas**, Director, Digital Business Consulting Group (confirmed)

## Forthcoming Events

- ✓ Tackling Childhood Obesity in Europe through Prevention and Partnership  
22nd April 2014
- ✓ Employment and Social Inclusion in Europe: Developing Skills and Supporting Disadvantaged Groups  
14th May 2014
- ✓ The 6th Annual International Symposium on University Rankings and Quality Assurance 2014  
25th June 2014

## Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact:

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