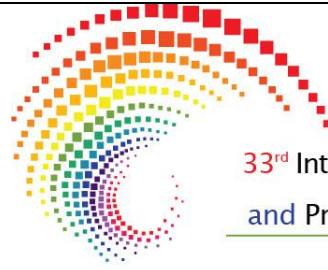


## PRIVACY: The global age



33<sup>rd</sup> International Conference  
Of Data Protection  
and Privacy Commissioners

*Privacy: The Global Age*  
2-3 November 2011 Mexico City

### PROGRAMME

*Data proliferates and moves through global networks at a speed once unimaginable. New businesses, technologies and applications use information in innovative ways that create real economic value, but that often challenge individual autonomy. In this era of data that knows no geographic boundaries, data protection authorities must work together linked by shared values and a common mission. Technologies such as the internet and mobile telephony have global reach, so our aim is norms, standards, and methodologies that have similar coverage. Therefore, the 33rd International Conference of Data Protection and Privacy Commissioners will explore the path toward building the relationships and tools necessary to protect the data of individuals regardless of culture, national borders, or the challenges that come from innovative data uses.*

#### DAY 1 | Tuesday, 1 November 2011

##### → Registration

14.00-19:00 hrs. (5 hrs.)	Closed Session
19:30-22:30 hrs. (3 hrs.)	Welcome Reception – Museo Nacional de Antropología

#### DAY 2 | Wednesday, 2 November 2011

9.00 hrs. (20 minutes)	<b>Opening</b> <b>Welcome and Conference Theme</b> <b>President Commissioner Jacqueline Peschard, IFAI</b>
9.20 hrs. (5 minutes)	<b>Plenary Slot One - Observation, Analytics, Innovation and Privacy</b> New technologies that facilitate behavioral predictions based on observation and analytics present new challenges to privacy and data protection enforcement agencies. This plenary will explore how “big data” drives innovation, the challenges it creates for individual autonomy and effective data protection, and why such protection is fundamentally necessary in an increasingly complex data environment. This three-party plenary will include a presentation about big data, a discussion among commissioners about issues it raises, and an open conversation with stakeholders. <b>Session Chair – President Commissioner Jacqueline Peschard, IFAI</b>
9.25 – 10.55 hrs. (90 minutes)	<b>Big data – the definer of new economic era</b> <b>Keynote Speaker: Kenneth Neil Cukier, The Economist</b>  <b>Panel discussions</b> <b>Moderator: Richard Thomas, Centre for Information Policy Leadership at Hunton &amp; Williams LLP</b> <ul style="list-style-type: none"><li>• <b>How does the growth of data, its mining and application challenge the way privacy enforcement agencies protect individuals?</b></li></ul>

	<p><b>Speakers:</b> <i>Jacob Kohnstamm, Chairman of the Dutch Data Protection Authority</i>  <i>David Vladeck, Director of the Bureau of Consumer Protection of the Federal Trade Commission (FTC) of the United States</i>  <i>Peter Schaar, Federal Commissioner for Data Protection and Freedom of Information of Germany</i>  <i>Marie Shroff, New Zealand Privacy Commissioner</i></p> <ul style="list-style-type: none"> <li>• <b>Stakeholders and effective data protection</b></li> </ul> <p><b>Speakers:</b> <i>Peter Cullen, Chief Privacy Strategist, Microsoft</i>  <i>Gus Hosien, Policy Director, Privacy International</i>  <i>Joel Reidenberg, Center on Law and Information Policy, Fordham University School of Law</i>  <i>Christian Pardieu, European Privacy Officer, GE</i>  <i>María Carolina Pardo, Partner, Baker &amp; McKenzie Colombia S.A.</i></p> <p><b>Q&amp;A</b></p>
11.00 hrs. (10 minutes)	<b>Introduction to Concurrent Sessions - Commissioner Ángel Trinidad Zaldívar, IFAI</b>
11.10 hrs. (20 minutes)	<b>Tea/Coffee Break</b>
11:30 – 12.45 hrs. (75 minutes)	<p><b>Concurrent Sessions I</b></p> <p><b>Third party accountability agents as extenders of enforcement agencies</b>  New Privacy laws in various regions have begun to recognize the utility of third party agents as part of the enforcement and oversight process. The APEC Cross Border Rule Process is dependent on third party agents. They play a large role in various Asian countries. Many European DPAs are beginning to think about extending their reach through third party agents. The session will explore the mechanisms necessary to make use of third party agents.  <b>Moderator:</b> <i>Joseph Alhadeff, Vice President for Global Public Policy, Oracle Corporation</i>  <b>Speakers:</b> <i>Julio César Vega, Director AMIPCI</i>  <i>Kirsten Bock, Office of the Data Protection Commissioner of Schleswig-Holstein</i>  <i>Susan Smith, America's Privacy Officer, HP</i>  <i>Fran Maier, President, Truste</i></p> <p><b>Global research, national laws and interoperability</b>  Computer and communications technology is making it possible for scholars to share data and insights with their global colleagues in a manner that has enriched our shared knowledge base. Modern pharmaceutical research is just one of many examples. While data sharing for research makes a great deal of sense, how do we assure data protection? How do we regulate global scientific enterprises without impeding the quality of the research?  <b>Moderator:</b> <i>Peter Blenkinsop, IPPC Secretariat, Drinker Biddle &amp; Reath</i>  <b>Speakers:</b> <i>Sibylle Gierschmann, Partner, TaylorWessing</i>  <i>Regina Kuchle, Legal Affairs Director, Astra Zeneca</i>  <i>Amelia Warner, Head, Global Clinical Genomics, Merck</i>  <i>Elisabethann Wright, Partner, Hogan Lovells</i>  <i>Marc Rotenberg, Executive Director, Electronic Privacy Information Center (EPIC)</i></p> <p><b>Is it possible to be forgotten in a digital networked world?</b>  In a paper age histories began to fade as the ink on the paper faded away. In a digital age content is copied, shared and then copied again. Legislation is drafted calling for a new right to be forgotten. Is the right to be forgotten even possible in a digital age?  <b>Moderator:</b> <i>TBC</i>  <b>Speakers:</b> <i>Marie Hélène Boulanger, Head of Unit, European Commission</i>  <i>José Luis Rodríguez, Director of the Spanish Data Protection Agency</i>  <i>Peter Fleisher, Privacy Counsel Europe, Google</i>  <i>Richard Allan, Director of Policy EMEA, Facebook</i>  <i>Nigel Waters, Australian Privacy Foundation and Privacy International</i>  <i>Meg Ambrose, Academic, University of Colorado</i></p> <p><b>Balancing privacy and recovery in a natural disaster</b>  Earthquakes and weather have devastated large portions of all continents over the past few years. Recovering from these disasters has required data uses that have challenged data protection authorities.</p>

	<p>This session will explore the processes DPAs have used to balance recovery with privacy.</p> <p><b>Moderator:</b> <i>Marie Shroff, New Zealand Privacy Commissioner</i></p> <p><b>Speakers:</b> <i>Blair Stewart, Assistant Privacy Commissioner, New Zealand</i>  <i>Shannon Ballard, Director, International Privacy Programs, United States Department of Homeland Security</i>  <i>Patrick Zahnd, Continental Legal Advisor for South America, International Committee of the Red Cross</i>  <i>Anthony Bendall, Deputy Privacy Commissioner, Victoria, Australia</i>  <i>Elliot Schrage, Vice President of Global Communications, Marketing and Public Policy, Facebook</i></p>
12.45 – 14.15 hrs. (90 minutes)	<b>Lunch</b>
14.15 – 15.30 hrs. (75 minutes)	<p><b>Concurrent Sessions II</b></p> <p><b>Effectively using enforcement actions to gain broader market compliance</b>  Agencies need to be selective to be effective. They are looking for cases that will send messages beyond the target organization. In gaining market attention what works best? Naming and shaming? Monetary penalties? A combination? The session will facilitate sharing among the agencies and the companies they regulate.</p> <p><b>Moderator:</b> <i>Edith Ramirez, Commissioner of the Federal Trade Commission (FTC) of the United States</i></p> <p><b>Speakers:</b> <i>Yann Padova, General Secretary, Commission nationale de l'informatique et des libertés (CNIL)</i>  <i>Eduardo Ustaran, Field Fisher Waterhouse LLP</i>  <i>Allan Chiang, Privacy Commissioner for Personal Data of Hong Kong</i>  <i>Timothy Pilgrim, Australian Privacy Commissioner</i>  <i>Madeleine McLaggan, Commissioner, Dutch Data Protection Authority</i>  <i>Chantal Bernier, Federal Assistant Commissioner for Canada</i>  <i>Gary Davis, Deputy Data Protection Commissioner, Ireland</i></p> <p><b>Data protection and defining personal information</b>  Computer technology and advanced mathematics makes it possible to match data together in ways that were not possible in the past raising questions about how one defines the domain for privacy protection. This session will discuss whether it makes sense to move to a sliding scale for defining personal information rather than a binary one.</p> <p><b>Moderator:</b> <i>Emma Butler, Senior Policy Officer, Office of the Information Commissioner, United Kingdom</i></p> <p><b>Speakers:</b> <i>Jennifer Barrett, Global Privacy and Public Policy Executive, Acxiom Corporation</i>  <i>Omer Tene, Senior lecturer at the College of Management School of Law, Israel</i>  <i>Matt Silva, Chief Privacy Officer, Pfizer Limited</i>  <i>Charles Raab, Academic Professor Emeritus, University of Edinburgh</i></p> <p><b>Privacy protection agency expectations for comprehensive programs</b>  Accountability is part of the data protection law in Mexico and Canada, principles in OECD and APEC, and implicit in the EU Directive. Even where it is no explicitly part of data protection law, enforcement actions are beginning to mandate accountability. This session will explore the explicit direction on accountability coming from data protection agencies.</p> <p><b>Moderator:</b> <i>Adam Kardash, Partner, Heenan Blaikie</i></p> <p><b>Speakers:</b> <i>Elizabeth Denham, Information and Privacy Commissioner for British Columbia, Canada</i>  <i>Florence Raynal, Head of International Affairs, Commission nationale de l'informatique et des libertés (CNIL)</i>  <i>Joann Stonier, Global Privacy and Data Usage Officer, Mastercard</i>  <i>Justin Brookman, Director, Center for Democracy &amp; Technology</i></p> <p><b>Changing law in the European Union and United States</b>  The European Commission is in the midst of updating data protection law, while there are numerous bills in the United States Congress that would modernize the U.S. privacy regime. How likely are these legislative changes? When might they be enacted? Will they bring increase harmony between the United States and more traditional data protection systems?</p> <p><b>Moderator:</b> <i>Peter Hustinx, European Data Protection Supervisor</i></p> <p><b>Speakers:</b> <i>Francoise LeBail, Directorate General of Justice, European Commission</i>  <i>Lawrence Strickling, Assistant Secretary for Communications and Information and</i></p>

	<p><i>Administrator, National Telecommunications and Information Administration (NTIA)</i>  <i>U.S. Department of Commerce</i>  <i>Frank Work, Privacy Commissioner, Alberta, Canada</i>  <i>Daniel Pradelles, CIPP - EMEA Privacy Officer Hewlett-Packard CCF</i></p>
15.30 – 15.50 hrs. (20 minutes)	<b>Tea/Coffee Break</b>
15.50 – 16.10 hrs. (20 minutes)	<b>Review of the Highlights from Concurrent Sessions - Peggy Eisenhauer, Privacy Studio</b>
16.10 hrs. (10 minutes)	<p><b>Plenary Slot Two - The Drivers for Data Protection Law in Latin America, Asia, and Africa</b>  Mexico is in the midst of implementing its new data protection law, while Colombia is developing the regulations to put its new law into effect. South Korea and Taiwan are implementing regulations to put their new laws following legislative action in Vietnam and Malaysia. New laws are expected soon in numerous other Latin American, Asian, and African countries. Plenary two will explore the motivation for new laws, and how they will sync with existing regimes in the data protection community.  <b>Session Chair – David Flaherty, Former Commissioner British Columbia, Canada.</b></p>
16.20 – 17.50 hrs. (90 minutes)	<p><b>The Factors that drive new Data Protection Laws</b>  <b>Keynote Speaker:</b> <i>Prof. Zhou Hanhua, Chinese Academy of Social Sciences, Beijing</i></p> <p><b>Panel discussions</b>  <b>Moderator:</b> <i>Scott Taylor, Chief Privacy Officer HP</i></p> <ul style="list-style-type: none"> <li>• <b>Country panel</b>  <b>Speakers:</b> <i>María Marván, Commissioner IFAI</i>  <i>Luis Felipe Torres Bohórquez, Ministry of Commerce, Industry and Tourism, Colombia</i>  <i>José Clastornik, Regulatory and Control Unit of Personal Data, Uruguay</i>  <i>Hiroshi Miyashita, Associate Professor of Law, Surugadai University and Advisor, Office of Personal Information Protection, Consumer Affairs Agency, Japan</i>  <i>Zhou Hanhua, Chinese Academy of Social Sciences, Beijing</i></li> <li>• <b>Privacy International, Results of the Privacy Outreach Project</b>  <b>Speaker:</b> <i>Simon Davies, Director, Privacy International</i></li> <li>• <b>Impact of New Laws and Aligning New Laws and Agencies within the Global Community</b>  <b>Speakers:</b> <i>Jesús Rubí, Deputy Director of the Spanish Data Protection Agency</i>  <i>Jean-Philippe Walter, Federal Data Protection and Information Commission (FDPIC), Switzerland</i>  <i>Gary Davis, Office of the Data Protection Commissioner, Ireland</i>  <i>Martin Abrams, The Centre for Information Policy Leadership, United States.</i></li> </ul> <p><b>Q&amp;A</b></p>
17.50 hrs. (10 minutes)	<b>Chairman's Closing Remarks</b>

## DAY 3 | Thursday, 3 November 2011

8.30 hrs. (30 minutes)	<b>Tea/Coffee Time</b>
9.00 hrs. (5 minutes)	<b>Welcome and Introduction to the Second Day</b>
9.05 hrs. (10 minutes)	<p><b>Plenary Slot Three - Security in an Insecure World</b></p> <p>There is no privacy without security and security is more challenging than ever. Plenary Three will look at both security risks and mitigation with a description of how best in class organizations conduct data breach forensics and notifications. A group of commissioners will discuss the security challenges for their agencies.</p> <p><b>Session Chair – Commissioner Sigrid Arzt Colunga, IFAI</b></p>
9.15 – 10.55 hrs. (100 minutes)	<p><b>Security risks in modern world</b></p> <p><b>Keynote Speaker:</b> Leigh Williams, Director of Critical Infrastructure Protection and Compliance Policy, United States Department of the Treasury</p> <p><b>Panel discussions</b></p> <p><b>Moderator:</b> Joanne McNabb, Head of the Privacy Office, State of California, United States of America</p> <ul style="list-style-type: none"> <li>• <b>What happens when there is a serious data breach?</b> <b>Speakers:</b> Lisa Sotto, Partner, Hunton &amp; Williams LLP, New York Emily Stapf, Forensic Technology, Pricewaterhouse Coopers</li> <li>• <b>How do we as commissioners gain effective control?</b> <b>Speakers:</b> Yoram Hacoheh, Head of the Israeli Law, Information and Technology Authority Christopher Graham, Information Commissioner, United Kingdom Timothy Pilgrim, Australian Privacy Commissioner</li> </ul> <p><b>Q&amp;A</b></p>
10.55 hrs. (20 minutes)	<b>Tea/Coffee Break</b>
11:15 – 12.30 hrs. (75 minutes)	<p><b>Concurrent Sessions III</b></p> <p><b>Privacy responsibility in cloud computing</b></p> <p>Cloud applications create new compliance challenges for business and enforcement challenges for data protection agencies. This session will focus on the emerging thinking related to parsing responsibility and answerability in the cloud.</p> <p><b>Moderator:</b> Christopher Kuner, Partner, Hunton &amp; Williams</p> <p><b>Speakers:</b> Wojciech Wiewiorwski, Inspector General for Personal Data Protection, GODO, Poland Emmanuelle Bartoli, International Officer, CNIL Peter Fleischer, Privacy Counsel Google Katitza Rodriguez, International Rights Director, EFF</p> <p><b>Mobile societies; private lives - the implications for privacy of a mobile future</b></p> <p>Mobile communications is the most rapidly adopted and ubiquitous communications technology the world has ever known. With 5.5 billion mobile users worldwide, never before has a technology empowered so many people to communicate and connect. Mobile is also a powerfully 'personal' technology like few others. This session will explore the growing role of mobile in society over the next decade, the potential implications for privacy and the challenges and consequences for regulation and policy.</p> <p><b>Moderator:</b> Stephen Deadman, Head of Legal - Privacy, Security &amp; Content Standards, Vodafone Group Services Limited</p> <p><b>Speakers:</b> Peter Schaar, German Federal Data Protection Commissioner Tim Jones, Founder and Programme Director, Future Agenda Mikko Niva, Global Privacy Counsel, Nokia</p>

	<p><i>Ponnurangam Kumaraguru, Assistant Professor at Indraprastha Institute of Information Technology, Delhi</i>  <i>Ilana Westerman, CEO and co-founder Create with Context</i></p> <p><b>Privacy by design in the public sector</b>  Increasingly the privacy risk to individuals comes from the collection and broad use of personal information by the public sector. This session will explore how agencies in various countries are using privacy by design methodologies to assure information is managed and used appropriately.  <b>Moderator:</b> <i>Ann Cavoukian, Information &amp; Privacy Commissioner, Ontario</i>  <b>Speakers:</b> <i>Mary Ellen Callahan, Chief Privacy Officer, Department of United States Homeland Security</i>  <i>Peter Hustinx, European Data Protection Supervisor</i>  <i>Tom Marinelli, Chief Technology Officer for Ontario Lottery and Games Corporation</i>  <i>Jules Polonetsky, Co-chair and Director of Future of Privacy Forum</i></p> <p><b>Global Standards Linked to Global Value</b>  The fundamental right to privacy has become even more important as data becomes borderless. The basic concepts may be articulated differently in different cultures, but creating structures to assure individuals have a basic level of autonomy is universal. This session will discuss mechanisms to push the work from the Madrid conference on global standards forward.  <b>Moderator:</b> <i>Lillie Coney, Associate Director, EPIC</i>  <b>Speakers:</b> <i>Jörg Polakiewicz, Head of Human Rights Policy and Development Department, Council of Europe</i>  <i>José Luis Rodríguez, Director, Spanish Data Protection Agency</i>  <i>Moez Chakchouk, CEO, Tunisian Internet Agency</i>  <i>Christopher N. Olsen, Assistant Director, Division of Privacy and Identity Protection (US)</i>  <i>Meryem Marzouki, Researcher (CNRS-UPMC), France &amp; EDRI</i></p>
12.30 – 14.00 hrs. (90 minutes)	<b>Lunch</b>
14.00 – 15.15 hrs. (75 minutes)	<p><b>Concurrent Sessions IV</b></p> <p><b>Data protection resource allocation in an age of big data and globalization</b>  <b>[additional new session]</b>  How do we as data protection experts in agencies, the private sector and civil society allocate resources, individually and together, to be fully effective when big data and globalization have severely challenged legacy business processes? This will be a fully interactive session.  <b>Moderator:</b> <i>Trevor Hughes, President and CEO, International Association of Privacy Professionals (IAPP)</i>  <b>Provocateur:</b> <i>Artemi Rallo, Constitutional Law Professor, Jaime I University, Spain</i></p> <p><b>Data protection agency oversight of privacy at law enforcement agencies</b>  Government agencies' use of data from both citizens and the private sector create real risks to life and liberty. Yet this same government use creates efficiencies and assures national security. This session will explore effective practices of overseeing privacy assessments conducted by public agencies.  <b>Moderator:</b> <i>Joel Reidenberg, Center on Law and Information Policy, Fordham University School of Law</i>  <b>Speakers:</b> <i>Mary Ellen Callahan, Chief Privacy Officer, Department of Homeland Security</i>  <i>Chantal Bernier, Federal Assistant Commissioner for Canada</i>  <i>Isabel Cruz, Secretary-General of the National Data Protection Commission of Portugal</i>  <i>Enrique Rajevic, General Attorney, Consejo para la Transparencia, Chile</i></p> <p><b>The growing role of technologists at data protection authorities</b>  To be effective in an era of fast moving computer and communications technologies, more and more agencies are adding technologist to their staffs. What do the technologists do? How do they work with existing staff? Have they improved enforcement and issue spotting? This session will explore this growing trend.  <b>Moderator:</b> <i>William Wilson, Office of the Privacy Commissioner of Canada</i>  <b>Speakers:</b> <i>Gus Hosein, Privacy International</i>  <i>John Weigelt, Microsoft</i></p>

	<p><i>Chris Soghoian, Federal Trade Commission (FTC) of the United States</i> <i>Víctor Chapela, CEO, Smart Security Services</i></p> <p><b>Protecting children in a networked world</b> A networked world lets our children explore places that are far from home. This enriches their experiences, but also exposes them to norms that might be different. How do we create reasonable processes to assure children are protected in a manner that they and their parents might expect? <b>Moderator:</b> <i>Keith Enright, Privacy Counsel, Google</i> <b>Speakers:</b> <i>Larry Magid, Connect Safely</i> <i>Jonathan Avila, Disney Co.</i> <i>Marne Levine, Facebook</i> <i>Jorge Vega-Iracelay, Microsoft</i></p> <p><b>The mechanisms organizations use to identify and mitigate risks to individuals</b> More and more companies are privacy impact assessments and other methods to identify and mitigate the risks they create for individuals. This session will explore the tools and process being used by organizations in the public and private sector to be truly accountable. <b>Moderator:</b> <i>Paula J. Bruening, Hunton and Williams</i> <b>Speakers:</b> <i>Mikko Niva, Nokia</i> <i>Florian Thoma, Siemens CDP</i> <i>Justin B. Weiss, Senior Director, International Privacy &amp; Policy, Yahoo!</i> <i>Hillary Wandall, Chief Privacy Officer, Merck</i> <i>Reijo Aarnio, Data Protection Ombudsman, Finland (to be confirmed)</i></p>
15.15 – 15.35 hrs.	<b>Tea/Coffee Break</b>
15.35 – 15.55 hrs. (20 minutes)	<b>Review of the Highlights from Concurrent Sessions</b> – <i>Malcolm Crompton, Managing Director Information Integrity Solutions Pty Ltd.</i>
15.55 hrs. (10 minutes)	<b>Plenary Slot Four – One Data Protection Community. Many Cultures, Threats and Risks</b> The conference will explore the many challenges to creating one data protection community. Plenary Four will explore the values and tools that pull us together as one data protection community. The challenge is working past cultural differences, difficult technologies and the press of globalization. The fact is that individuals need the protection that comes from a global data protection community. <b>Session Chair – María Elena Pérez-Jaén Zermeño, Commissioner IFAI</b>
16.05 – 17.35 hrs. (90 minutes)	<p><b>Panel discussion:</b></p> <ul style="list-style-type: none"> <li>• <b>What binds us together as a community of agencies despite the threats, risks and cultural differences?</b></li> </ul> <p><b>Moderator:</b> <i>Giovanni Buttarelli, Assistant Supervisor of the European Data Protection Supervisor</i></p> <p><b>Provocateur:</b> <i>Jennifer Stoddart, Privacy Commissioner of Canada</i></p> <p><b>Speakers:</b> <i>Jennifer Stoddart, Privacy Commissioner of Canada</i> <i>Jean-Philippe Walter, Chair of the Consultative Committee of Convention 108, Council of Europe</i> <i>Julie Brill, Commissioner of the Federal Trade Commission (FTC) of the United States</i> <i>Allan Chiang, Privacy Commissioner for Personal Data of Hong Kong</i> <i>Isabelle Falque-Pierrotin, Chair of Commission nationale de l’informatique et des libertés (CNIL)</i></p> <p><i>Session will include a discussion with audience.</i></p>
17.35 hrs. (15 minutes)	<b>Closing by Commissioner President Jacqueline Peschard, IFAI Hosting Authority</b>
19.00 – 22.00 hrs. (180 minutes)	<b>Closing Gala - Ex-Convento de San Hipólito</b>