

# Rethinking Data Protection and Privacy in Europe

Shaping the European Digital Future



**Wednesday 6<sup>th</sup> July 2016**

Thon Hotel Brussels City Centre,  
Brussels



# Rethinking Data Protection and Privacy Europe:

## Shaping the European Digital Future

### Overview

Data represents a key element for research, technological innovations and economic development. It covers various topics, ranging from transport and energy to healthcare and social issues, and can empower European citizens and businesses to fully seize the opportunities of the digital environment. Efficient flow of data is therefore pivotal to move forward and build a European digital single market. However, boosting the potential of the digital market can only be accomplished if people can trust the way their personal data is being used and if clear data protection standards are put in place.

The main findings published by the European Commission's Eurobarometer (June 2015) show that citizens still have major concerns regarding the control and protection of their personal data. Two-thirds of the respondents (67%) affirmed concerns about having no control over the information they provide online, while only 15% felt they had complete control. Collected, analysed and moved across the globe, personal data has acquired enormous economic significance, with the estimated value of European citizens' personal data having the potential to grow to approximately €1 trillion annually by 2020.

In order to find the right balance between economic interests and protection of fundamental rights, an agreement on EU Data Protection Reform was reached in December 2015 between the European Commission, the European Parliament and the Council of Europe. The reform aims to improve Europe's future in the digital age and encompasses two instruments, namely the General Data Protection regulation - which reinforces citizens' control over their personal data, and the Data Protective Directive, which ensures the exchange of information between data protection authorities is done more efficiently. More specifically, the GDPR endorses citizens' right to access information, a right to data portability and a clarified 'right to be forgotten', while the DPD sets out to facilitate law enforcement actions and cross-border cooperation to combat crime across Europe.

The regulation puts forward a unified common data protection standard for businesses across Europe as well as data protection safeguards built into products and services from the earliest stage of development (data protection by design). Additionally, businesses will benefit from the 'One-Stop-Shop' principle, meaning that they will only have to deal with one authority, a system that is estimated to save €2.3 billion per year.

Another pressing concern regarding privacy and protection of information is the exchange of personal data between the EU and the United States. The EU- US Privacy Shield aims to provide a new framework on the transatlantic flow of information and to further strengthen the partnership with the U.S. Furthermore, in view of the recent terrorist attacks in Europe, the EP is discussing new legislation on the passenger name record (PNR) to help identify suspicious patterns. Nevertheless, both regulations have received heavy criticism from civil liberty defenders claiming negative implications on privacy rights.

This international symposium will examine the latest developments on data protection rules discussed at EU level. It will also explore new ways to encourage innovation by implementing one common data protection standard for businesses in Europe. Furthermore, the event will address the recurring concern on the balance between privacy and security as well as the issue regarding customers' control over personal data. 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 digital future of Europe can only be built on trust. With solid common standards for data protection, people can be sure they are in control of their personal information. And they can enjoy all the services and opportunities of a Digital Single Market.”**

**- Andrus Ansip, Vice-President for the Digital Single Market,  
December 2015**

### Venue and Accommodation

**Thon Hotel Brussels City Centre**  
**Avenue du Boulevard 17**  
**1210 Brussels**  
**Belgium**



### Why Attend?

- ✓ **Explore new developments on Data Protection Regulation in Europe**
- ✓ **Discuss unifying data protection rules for European businesses**
- ✓ **Consider ways to achieve the right balance between privacy and security**
- ✓ **Assess consumers' rights and trust regarding the protection of personal data**

### 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>Analysing the Current Data Protection Legal Framework: Challenges and Ways Forward</b> <ul style="list-style-type: none"><li>• Assessing the Data Protection Regulation at EU Level: Generating Progress through Modernised and Unified Rules</li><li>• Exploring the Global Picture: Discussing Transatlantic Data Flows</li><li>• Discussing Privacy Policies on the Cloud: Toward a Safe Environment for Storing and Sharing Data</li><li>• Recommendations for Future Policy Action</li></ul>
10:40	<b>First Round of Discussions</b>
11:10	Morning Coffee Break
11:30	<b>Creating and Implementing Common Data Protection Standards for Businesses across Europe</b> <ul style="list-style-type: none"><li>• Reducing Red-Tape: Discussing the 'One-Stop-Shop' Principle</li><li>• Addressing Data Protection by Design: Ensuring Innovation and Growth in the European Digital Market</li><li>• Exploring Big Data and Privacy Concerns: Enhancing Research and Modernisation</li><li>• Sharing Knowledge and Best Practice</li></ul>
12:00	<b>Second Round of Discussions</b>
12:30	Networking Lunch
13:30	<b>Striking the Right Balance between Privacy and Security: Building Europe's Digital Future on Strong Safeguards</b> <ul style="list-style-type: none"><li>• Discussing the Data Protection Directive: Creating Harmonised Laws to Increase Cooperation between Data Protection Authorities</li><li>• The Passenger Name Record (PNR) Proposal: Debating its Potential to Tackle Terrorism and its Implication on Privacy Rights</li><li>• Sharing Knowledge and Best Practice</li></ul>
14:00	<b>Third Round of Discussions</b>
14:30	Afternoon Coffee Break
14:50	<b>Strengthening Users' Fundamental Digital Rights: Reinforcing the Protection of Personal Data</b> <ul style="list-style-type: none"><li>• Restoring Users' Control of their Data: Facilitating Citizens' Access to Personal Data</li><li>• Discussing Data Portability: Transferring Personal Data Between Service Providers</li><li>• Addressing Privacy and Free Expression in the 'Right To Be Forgotten'</li><li>• Sharing Innovator's Best Practices and Challenges</li></ul>
15:20	<b>Fourth Round of Discussions</b>
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Close

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

## 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 us on **+44 (0) 20 3137 8630** or email **info@publicpolicyexchange.co.uk**

## Event Details

**Date:** Wednesday 6th July 2016  
**Time:** 10:00am – 4:30pm  
**Venue:** Thon Hotel Brussels City Centre, Brussels



## Speakers Include:

**Michele Voznick**, Policy Officer, Directorate-General Justice and Consumers, Data Protection Unit, European Commission

## Forthcoming Events

- ✓ Young People's Mental Health in Europe: Promoting Prevention and Early Intervention Through Multi-Sector Cooperation  
*26th April 2016*
- ✓ Tackling Childhood Obesity in Europe: Promoting Healthy and Active Lifestyles  
*18th May 2016*
- ✓ Driving Forward Multilevel Integration for Migrants in Europe: Improving Access to Education and to the Labour Market  
*19th May 2016*
- ✓ Promoting Entrepreneurship in Europe: Developing Solutions Towards Economic Growth and Job Creation  
*24th May 2016*
- ✓ The 8th Annual International Symposium on University Rankings and Quality Assurance 2016  
*15th June 2016*
- ✓ Cross Border Healthcare in Europe: Improving Transparency and Patient Mobility  
*16th June 2016*
- ✓ A European Strategy for Gender Equality: Combating Discrimination in the Workplace and Beyond  
*22nd June 2016*
- ✓ Unlocking the Potential of e-Skills in Europe: Accelerating Europe's Competitiveness and Inclusive Growth  
*29th June 2016*