

## DRAFT PROGRAMME

### Ensuring Privacy Rights for All

#### *Implementation of the EU General Data Protection laws, and what it means for individuals' privacy rights both in the EU and the US*

Event hosted by TACD

17 October 2017

*ASAE Conference Center*

*1575 I Street N.W.*

New data protection legislation is due to be implemented in Europe no later than May 2018. Significantly, any US-based organisation that targets EU-based consumers and needs to access and transfer their personal information, will have to comply with the new General Data Protection Regulation. This half day workshop will bring together industry, privacy and consumer advocates, and relevant government authorities, to examine how best US-based companies can follow the new rules to access a market of 460 million consumers. We will also discuss what companies can do to ensure the US public is not discriminated against in terms of its privacy protections.

**Format of sessions:** Very short overviews by the panels, followed by moderated discussion, to ensure maximum discussion time.

#### **08.30 Registration and breakfast**

#### **09.00 Opening Remarks**

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- Welcome by Jeff Chester, US Co-Chair of the TACD Information Society Policy Committee

#### **09.10 EU Consumer and Citizens Rights under GDPR**

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An overview of the key issues for EU citizens and consumers: enhanced rights, new safeguards, enforcement, redress, and how they should be interpreted and fulfilled by the companies processing EU citizens' data. Is the Privacy Shield compatible with the GDPR?

**Introductory remarks** by Paul Nemitz, Principal Advisor, DG Justice and Consumers, European Commission

- Moderator: Hayley Tsukayama, Washington Post
- Discussion between:
  - Julie Brill, Corporate Vice President and Deputy General Counsel, Microsoft
  - Kelly Bastide de Marchis, Counsel, Digital Advertising Alliance
  - Ailidh Callander, Legal Officer, Privacy International
  - Paul Nemitz, Principal Advisor, DG Justice and Consumers, European Commission

## 10.45 How can US companies extend GDPR privacy rights to US citizens?

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*If companies are to enhance data protection for EU individuals, can they not voluntarily do so for US residents at the same time? Does it make sense to apply two different standards? Could this not benefit US companies and citizens alike? How should US companies go about ensuring that US citizens and consumers are treated in the same way as in Europe?*

- Moderator: Hayley Tsukayama, Washington Post
  - Susan Grant, Director of Consumer Protection and Privacy, Consumer Federation of America and TACD Steering Committee
  - Tom Pahl, Acting Director, Bureau of Consumer Protection, FTC
  - Katie Ratte, Associate General Counsel for Privacy, The Walt Disney Company
  - Jessica Rich, Vice President, Policy & Mobilization, Consumer Reports/Consumers Union and TACD Steering Committee
  - Susan Rohol, Global Privacy Director, Nike

## 11.45 Concluding remarks and the way forward

Anna Fielder, Senior Policy Advisor, TACD and Jeff Chester, US Co-Chair of the TACD Information Society Policy Committee