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Protection
Forum

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the Nordics.

The Swedish Data Protection Forum
cordially invites you to

Nordic Privacy Arena 2020

October 5-6, 2020, Stockholm

Nordic Privacy Arena 2020

The Brave New World – a human touch to a human right requires data privacy as a key ingredient

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Program

Monday 5 October

07:45-08.25 Registration, coffee and sandwich

08:30-08:45 **SHORTCUTTING A DECADE IN THREE MONTHS BEING MORE TOGETHER THAN EVER**

Caroline Olstedt Carlström, Chair of the Board, The Swedish Data Protection Forum and Partner, Cirio law firm, introduces the Nordic Privacy Arena 2020

The New Normal - guided by Caroline Olstedt Carlström

08:45-09:15 **THE BUSINESS LEADER PERSPECTIVE - DIGITAL SOCIETY IN THE NEW NORM**

Hélène Barnekow, General Manager, Microsoft AB

Microsoft acts in the intersection of technology and society and it brings not only opportunities but also responsibilities. Helene Barnekow will address some of these issues, also in the context of Covid-19 learnings but will also share her views for the Nordic market, and how business must build on trust every single day.

09:20-09:45 **THE DATA PROTECTION AUTHORITY PERSPECTIVE**

Lena Lindgren Schelin, Director General, Swedish Data Protection Authority (Datainspektionen)

Reflections and trendspotting. The latest developments – accountability, adequacy, broadening the collaboration sphere. Reflections on the cooperation through the EDPB, between the Nordic DPAs and with other subject matter competent authorities.

Data Privacy in a Smart World - guided by Andreea Lisievi

09:50-10:10 **SMART CITIES - WHO CONTROLS THE INPUT THE OUTPUT AND THE BOX BETWEEN?**

Kristofer Ågren, Head of Data Insights, Division X at Telia Company

Smart cities and our privacy. There are hopes and promises attached to the concept of smart cities but there are also challenges when it comes to balancing regulatory and ethical requirements, unknown and conflicting interests.

10:10-10:30 **COFFEE BREAK**



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10:30-10:50 SMART HOMES, SMART WORKPLACES, SMART CAMERAS – PRIVACY WHEN ANALYTICS MOVES INTO THE CLOSET

Hanna Kjellman, Data Protection and Compliance Officer, Verisure Sweden. Co-host of the podcast “Privacypodden”

Living smart with the cloud. Cloud service, smart assistants and cameras are not entirely unproblematic, as a property owner may need to collect and analyze data that falls within the scope of privacy laws, and a homeowner might accidentally breach privacy laws when installing a new camera in the backyard. How can challenges be bridged and how do we utilize all the new smart tools and features in a responsible way?

10:55-11:20 PLAYING SECURELY WITH THE UNKNOWN – DEVELOPING A REGULATORY SANDBOX

Bjørn Erik Thon, Director, Norwegian Data Authority (Datatilsynet) and **Kari Laumann**, Project Manager,

Artificial Intelligence and privacy. When developing sustainable and responsible Artificial Intelligence taking privacy into account is fundamental to ensure public trust now and tomorrow. The Norwegian Data Protection Authority has been a front runner in the field and received government funding to develop a regulatory sandbox.

11:25-11:45 HOW TO DRIVE THE IDEA OF SMART CARS HOME?

Johannes Schönning, Legal Counsel, Compliance & Ethics at Polestar

Privacy in connected and self-driving cars as outlined by an automotive-industry privacy professional.

11:50-12:10 PREDICTING THE FUTURE OF PRIVACY

Nicklas Berild Lundblad, Global Head of Policy Planning at Google

Niklas Berild Lundblad will talk about how the concept over privacy has and will continue to evolve over time. He will focus on the future and analyze how new technologies and services will impact our views on privacy.

12:10-13:00 LUNCH BREAK WITH SPONSOR SESSIONS

The Schrems II Decision: what it means for privacy programs

Linda Thielvoà, Data Privacy Council, OneTrust, CIPP/E, CIPP/US, CIPM

Webinar: From unstructured data to information control

Karl-Oskar Brännström, CEO LL.M., Aigine

13:00-13:45 PANEL - REFLECTIONS ON PRIVACY IN A SMART WORLD

Smart living and the fast digitalization. How do all these smart things and the fast digitalization affect our society? What about integrity and the responsibility issues?



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- **Andreea Lisievici**, Head of Data Protection Compliance, Volvo Car Corporation (moderator)
- **Charlotte Eisner**, Act. Head of Sales and Brand Activation Strategy, NEVS
- **Kim Parviainen**, Counsel, Castrén & Snellman
- **Simone Fischer-Hübner**, Professor, Head of Privacy and Security Research, Karlstad University
- **Kristofer Ågren**, Head of Data Insights, Division X at Telia Company

Data Privacy in a new bright light - guided by Alexander Hanff

13:50-14:20 BETWEEN SCYLLA AND CHARYBDIS – FOUR LAW FIRMS COMPARING NOTES ON HOW THE CORONA PANDEMIC TESTED LEGAL BOUNDARIES

Digital solutions and the GDPR. Meet some Nordic colleagues who compare notes on some of the tricky situations where clients came for urgent support to solve seemingly unsolvable legal dilemmas in the different countries.

- **Eva Jarbekk**, Partner in Schjødt lawfirm, Head of Data Protection and Privacy
- **Eija Warma-Lehtinen**, Partner in Castrén & Snellman, Head of Data Protection & Privacy
- **Michael Hopp**, Partner in Plesner's Corporate and Compliance team, Head of Data Protection
- **Caroline Olstedt Carlström**, Chairman of the Board, Swedish Data Protection Forum, and Partner, Cirio law firm

14:20-14:50 COFFEE BREAK

14:50-15:20 “DOING THE UTMOST TO ASSIST ALL UNION INSTITUTIONS” – REFLECTIONS FROM THE NEW EUROPEAN DATA PROTECTION SUPERVISOR

Wojciech Wiewiórowski, European Data Protection Supervisor

Events and needed future developments, not the least in the light of the emergence of new technologies and the role as a frontrunner in protecting the basic fundamental rights of protection on personal data and the right to privacy in constant new normal.

15:25-15:50 SCHREMS II - WHAT NEXT?

Maximilian Schrems, Austrian lawyer and privacy advocate

As Financial Times put it; “Max Schrems: the man who took on Facebook – and won”. Today, this Austrian lawyer is one of the most public faces in the global fight for privacy. In 2011 he started his fight against Facebook to protect user data. Now NOYB is moving on to 101 US data transfer complaints, and they have filed complaints concerning companies in 30 EU and EEA member states. Let's hear his story.

15:50-16:05 COFFEE BREAK

16:05-16:50 PANEL ON NORDIC SUPERVISION POST SCHREMS II



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Panel on European supervision in the light of the CJEU decision known as Schrems II and how EU DPAs together and independently are preparing to meet the expectations on the important role they will play as laid down in the decision. How do they interpret the decision, how do they prepare and what can we expect for the future?

- **Alexander Hanff**, CEO & Co-Founder, Think Privacy AB, (moderator)
- **Lena Lindgren Schelin**, Director General, Swedish Data Protection Authority (Datainspektionen)
- **Spoker to be confirmed. (ev Claires kollega)**
- **Marit Hansen**, Data Protection Commissioner of Schleswig-Holstein (GER)
- **Miloš Novović**, Associate Professor of Law at BI Norwegian Business School
- **Michael Hopp**, Partner in Plesner's Corporate and Compliance team, Head of Data Protection

16:55-17:15 EUROPEAN DATA PROTECTION: IS IT FIT FOR PURPOSE IN AN AGE OF ALGORITHMIC REGULATION?

Lee Bygrave, Professor at the Norwegian Research Center for Computers and Law (NRCCL), attached to the Department of Private Law, University of Oslo and University of Oxford

Serious doubts have been raised about the ability of the EU's newly revamped data protection regime to tame the potential problems that 'smart' automated decision-making poses for human rights. This keynote briefly discusses the extent to which these doubts are valid.

17:15-17:20 CLOSING THE FIRST DAY

Caroline Olstedt Carlström, Chairman of the Board, Swedish Data Protection Forum and Partner, Cirio law firm, wraps up the Nordic Privacy Arena 2020.



Program Tuesday 6 October

07:45-08:25 Registration, coffee and sandwich

08:30-08:35 WELCOME DAY 2

Caroline Olstedt Carlström, Chairman of the Board, Swedish Data Protection Forum and Partner, Cirio law firm, wraps up the Nordic Privacy Arena 2020.

08:35-08:55 HOW CAN ACADEMIA HELP THE PRACTITIONERS?

Stefan Larsson, Lawyer and Associate Professor in technology and social change at LTH, Lund University, a socio-legal researcher that holds PhDs in both Sociology of Law as well as Spatial Planning

The 3-izes: *Theorize, Reconceptualize, Empiricize.*

Stefan Larsson's keynote will draw from day 1 and frame how academia contributes to the constantly moving intersection of law, technologies and society.

09:00-09:20 DATA PRIVACY NEWS UPDATE

Daniel Westman, Independent Legal and Policy Adviser, Researcher and Teacher in ICT and Media Law

An update on ongoing supervision, case law, guidance and upcoming legislation.

Cloud and data transfer - accountability and collaboration revisited - guided by Maria Holmström Mellberg

09:25-09:45 THE CLOUD – IS IT TIME FOR COMPLIANCE AS A SERVICE?

Christopher Millard, Professor of Privacy and Information Law and Head of the Cloud Legal Project, Queen Mary University of London; Senior Counsel, Bristows LLP

Under GDPR, controllers and processors have extensive compliance obligations, potential liabilities, and mutual dependencies. Cloud service providers are making claims not only about their own GDPR compliance but also about how they can facilitate their customers' compliance. This session explores what is being claimed and how it might work in practice.

09:50-10:10 CONTROLLER AND PROCESSOR

Elisabeth Jilderyd, Legal adviser and international coordinator, Swedish Data Protection Authority (Datainspektionen)

The Swedish Data Protection Authority has been the rapporteur for the EDPB working group on updating the guidelines for controller processor and in this session highlights of the result will be presented.

10:10-10:30 COFFEE BREAK



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10:30-10:50 BREXIT – DATA TRANSFERS TO OLD ACQUAINTANCES IN A NEW WORLD

Eduardo Ustaran, Partner, Hogan Lovells, Global co-head of the Privacy and Cybersecurity practice

The latest updates on how the controversial Brexit process is likely to affect EU-UK data flows from 2021 onwards and how to get ready for brave new world, including the likelihood of adequacy and what to do in its absence.

10:55-11:40 PANEL: CONTROLLER/PROCESSOR – ALL CLEAR?

For a long time now, one of the major challenges many organizations have been facing is how to in a consistent way establish a solid determination of their respective roles in various types of collaboration. What has been achieved so far? Do we have a clear route forward? Anything else needed?

- **Michael Hopp**, Partner in Plesner's Corporate and Compliance team, Head of Data Protection (moderator)
- **Elisabeth Jilderyd**, Legal adviser and international coordinator, Swedish Data Protection Authority (Datainspektionen)
- **Eduardo Ustaran**, Partner, Hogan Lovells, Global co-head of the Privacy and Cybersecurity practice
- **Mattias Gotthold**, Vice-chairperson of Swedish Data Protection Forum and Data protection officer/legal adviser at Luleå municipality
- **Eija Warma-Lehtinen**, Partner in Castrén & Snellman, Head of Data Protection & Privacy

Accountability and collaboration through the clouds - guided by Johan Thörn

11:45-12:05 HEALTH VILLAGE - THE DIGITAL HOSPITAL

Aki Puustjärvi, Development Manager at HUS IT Management.

Health care and digitalization - does this align with the tougher GDPR rules? The Finish developed Health Village is not only an IT platform or a digital toolbox, it also includes change management tools, which are essential in building hybrid paths for both face-to-face and digital services.

12:10-13:10 LUNCH BREAK WITH SPONSOR SESSION

Avoiding mines – the thin red line between controllers and processors - The hardest cases to crack in terms of assessing if you are a controller or a processor?

Johan Sundberg, Partner, Head of Employment and data privacy, DLA Piper & **Johan Thörn**, Senior Associate, DLA Piper

Team Rynkeby Godmorgon Täby

The Swedish Childhood Cancer Fund (Barncancerfonden)



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13:10-13:30 WHERE'D MY DATA GO? – SURVEILLANCE ALONG THE INTERNET HIGHWAY

Eirik Andersen, legal counsel at Telenor Group and heading the legal competency group for privacy and cybersecurity

The presentation will consider aspects of Schrems II judgement in light of how data flows across the internet. What determines which jurisdictions to consider when transferring data abroad? Some thoughts on the balance of state sovereignty against individual privacy rights.

13:35-14:20 PANEL: CLOUD SOLUTIONS FOR PUBLIC AUTHORITIES - HOW TO LEVERAGE THE RISK BASED APPROACH?

Digital communication for public authorities internally and externally. The implementation of Cloud solutions, how do we handle the risks and what risks are there?

- **Johan Sundberg**, Partner, Head of Employment and data privacy, DLA Piper
- **Anders Holt**, DPO för NAV (Arbeids- og velferdsetaten, the Norwegian Labour and Welfare Administration)
- **Daniel Melin**, Cloud and Datacenter strategist at the Swedish Tax Agency (Skatteverket)
- **Andrei Sabelfeld**, Professor in the Department of Computer Science and Engineering at Chalmers University of Technology in Gothenburg, Sweden
- **Jörn Wittman**, Managing Director, SRIW and SCOPE Europe sprl

14:25-14:45 PASSING A MILESTONE IN THE TETRA PAK DATA PRIVACY JOURNEY

Dr. Igor Máté, Global Data Privacy Manager at Tetra Pak Group

Putting the Tetra Pak privacy framework to the test. Global data transfers are an inevitable element of global trade and business operations. The approval of the Tetra Pak BCR came just in time for the Schrems II judgement, which posed also an interesting situation and a challenge. Dr. Igor Máté will share his experiences from this journey, and what it means to the organization.

14:45-15:15 COFFEE BREAK



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In practice - guided by Eva Jarbekk

15:15-15:35 PSD2 AND THE GDPR

Yousef Chakir, Senior Legal Counsel at Tink

Perspectives on the interplay between the GDPR and PSD2 and its implications on payment services.

15:40-16:25 PROJECT MANAGEMENT FOR DPO'S

Olivier Naton, Deputy Global Sales Officer, and **Isabelle Budor**, Vice President, Capgemini Invent

Leadership, change management and project management are a few of all skills that a DPO needs. What does that entail in practice and what specific features are needed in a data privacy project?

16:25-16:40 COFFEE BREAK

16:40-17:10 PRIVACY BY DESIGN - THE VITAL NEED FOR PRIVACY BY DESIGN TO COMPLEMENT REGULATORY COMPLIANCE

Ann Cavoukian, Executive Director at Global Privacy & Security by Design Centre, Canada, former three-term Information and Privacy Commissioner for the Canadian province of Ontario

Privacy by design: what is it really all about and how do we do it in practice.

17:10-17:15 CLOSING THE CONFERENCE AND LOOKING FORWARD TO NEXT YEAR

Caroline Olstedt Carlström, Chairman of the Board, Swedish Data Protection Forum and Partner, Cirio law firm, wraps up the Nordic Privacy Arena 2020.