



Swedish Data
Protection
Forum

WELCOME TO Nordic Privacy Arena 2021

September 27-28, 2021, Stockholm

**OPERATIONALIZING DATA PRIVACY – Challenges, best practices
and success stories**

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Swish number TEAM RYNKEBY: 1235 70 30 20



Monday 27 September

08:30-08:45	Welcome to the NPA! Data protection and privacy – more important than ever!	<ul style="list-style-type: none"> Caroline Olstedt Carlström, Partner Cirio law firm, and Chair Swedish Data Protection Forum
Setting the scene – understanding the environment – guided by Caroline Olstedt Carlström		
8.45-9.10	Keynote - Global developments and trendspotting	<ul style="list-style-type: none"> Sara Övreby, Public Policy and Government Relations Manager, Google Sweden
9.15-9.40	Keynote - addressing Artificial Intelligence from the EDPS perspective	<ul style="list-style-type: none"> Leonardo Cervera Navas, Director of the Office of the EDPS, the Data Protection Authority of the EU
9.45-10.20	Hacked? Spotlight on cyber risks and privacy harms - does every organization now need their own cyber soldier or how can we prepare?	<ul style="list-style-type: none"> Maria Holmström Mellberg, Data Privacy and Information Security Lead for the Nordic MU, protective security officer Accenture AB Accenture TBC
10.20-10.45	COFFEE BREAK	
Getting real – aspects for a stringent privacy program – guided by Simone Fischer – Hübner		
10.45-11.30	How digitalization is affecting competition and vice versa - The digital transformation is changing business models, production methods, distribution, and the way businesses compete. How do we maintain the competitive conditions in the data driven economy and how do we protect the personal integrity?	<ul style="list-style-type: none"> Maria Wasastjerna, Hannes Snellman, Helsinki, <i>moderator</i> Sara Övreby, Public Policy and Government Relations Manager, Google Sweden Johan Thörn, Partner, edpLaw, Stockholm Professor Björn Lundqvist, Associate Professor of Law, Stockholm University Jennie Nilsson, Partner, DLA Piper, Stockholm



11.35- 11.55	Privacy is hard – Achieving Data Privacy through careful design.	<ul style="list-style-type: none"> • Jaap-Henk Hoepman, Associate Professor Computer Science, Radboud University and IT Law, University of Groningen.
12.00- 12.30	Suitable tools for digital collaboration in the public sector – What does the market look like? Do we really need American hyperscalers?	<ul style="list-style-type: none"> • Daniel Melin, Swedish Tax Authority/Skatteverket • Erik Enocksson, Swedish Transport Administration/ Trafikverket
12.35- 13.15	LUNCH BREAK	
13.15- 13.25	Team Rynkeby – Barncancerfonden; an important contribution to research and development	
Never a dull moment – passion as a prerequisite? – guided by Niklas Gustafsson		
13.30- 13.45	Eleven years of successful data privacy focus with Bjørn Erik Thon	<ul style="list-style-type: none"> • Bjørn Erik Thon, Data Protection Commissioner, Norwegian Data Protection Authority, Oslo
13.50- 14.35	Trend spotting from a DPA perspective – the DPA Panel	<ul style="list-style-type: none"> • Daniel Westman, Independent advisor, teacher, and researcher, Sweden <i>moderator</i> • Andrea Jelinek, European Data Protection Authority, Chair • David Törngren, Swedish DPA • Bjørn Erik Thon, Norwegian DPA • Anu Talus, Finnish DPA • Marit Hansen, Schleswig-Holstein DPA, Germany
14.40- 15.15	A year in Data Privacy - Data Privacy news update	<ul style="list-style-type: none"> • Daniel Westman, Independent advisor, teacher, and researcher, Sweden
15.15- 15.45	COFFEE BREAK	
International trade and other goodies – guided by Maria Holmström Mellberg		



<p>15.45-16.30</p>	<p>Managing cross-border data transfers - following the Schrems II decision and other developments</p>	<ul style="list-style-type: none"> • Nicholai Kramer Pfeiffer, Managing Partner at Whitelabel Consultancy, Copenhagen, <i>moderator</i> • Tobias Judin, Head of International, Norwegian Data Protection Authority • John Bowman, Senior Principal, Promontory Financial Group, London • Michael Kallens, US Privacy Lead, Nasdaq • Andrew Stevenson, Senior Privacy & Compliance Manager, Orkla • Susanne Lindeberg, Group Privacy Officer, ICA Gruppen
<p>16.35-17.05</p>	<p>Responsible data practices that assist in improving data quality, data products and in avoiding harms.</p>	<ul style="list-style-type: none"> • Joanne Stonier, Chief Data Officer, MasterCard
<p>17.05-17.15</p>	<p>STRETCHING OUR LEGS</p>	
<p>17.15-17.35</p>	<p>Cookies and stuff – how long must we wait, and what do we do in the meantime?</p>	<ul style="list-style-type: none"> • Michael Hopp, Attorney-at-Law, partner, Plesner Law Firm - Privacy & Data Protection, Denmark
<p>17.40-18.20</p>	<p>Algorithmic marketing and profiling – are crumbs all that remains of the cookies?</p>	<ul style="list-style-type: none"> • Moderator Rob van Eijk, Managing Director for Europe, Future of Privacy Forum • Anu Talus, Doctor of Laws, Data Protection Ombudsman, Office of the Data Protection Ombudsman, Helsinki • Michael Hopp, Partner, Plesner, Copenhagen • Anna Eidvall, Partner, MAQS, Stockholm • Patrick Breyer, Dr. Patrick Breyer (Pirate Party), Member of the European Parliament (MEP) • ICA Gruppen – TBC
<p>18.20</p>	<p>Thank you for today!</p>	<ul style="list-style-type: none"> • Caroline Olstedt Carlström



Tuesday 28 September

08:30-08:35	Welcome to Day 2	<ul style="list-style-type: none"> Caroline Olstedt Carlström, Partner Cirio law firm, and Chair Swedish Data Protection Forum
8.35-9.05	A keynote on the EDPB impact on European Data Protection law, not the least in relation to the important discussions on future transatlantic data flows	<ul style="list-style-type: none"> Andrea Jelinek, European Data Protection Authority, Chair
CASE STUDIES – guided by Kian Rozi		
9.10-9.35	Case study: The AWS fine – lessons to learn?	<ul style="list-style-type: none"> Eva Jarbekk, Partner, Schjødt, Oslo
9.40-10.05	For every organisation and school that uses Google Workspace services – a presentation of a Dutch DPIA project	<ul style="list-style-type: none"> Sjoera Nas, Senior Privacy Adviser, Privacy Company, Haag, The Netherlands
10.05-10.40	What about the children? - Conforming to age appropriate design; in gaming, in school and elsewhere	<ul style="list-style-type: none"> Leena Kuusniemi, Legal Advisor for technology and content industries, Helsinki <i>moderator</i> Claire Quinn, Chief Privacy Officer, PRIVO Jaap-Henk Hoepman, Associate Professor Computer Science, Radboud University and IT Law, University of Groningen. Sjoera Nas, The Privacy Company, Haag, The Netherlands
10.40-11.10	COFFEE BREAK	
11.15-12.10	Data protection and information security in the healthcare industry – a panel on recent developments with representatives from all sides. Where do we go from here?	<ul style="list-style-type: none"> Rose-Mharie Åhlfeldt, Associated professor at University of Skövde, <i>moderator</i> Niclas Skyttberg, CMO, Aleris Carolina Wallenius, General Manager, Cerner Sweden Tobias Bräutigam, Senior Counsel at Bird & Bird, Helsinki Pål Resare, the Swedish Association of Local Authorities and Regions (SALAR/SKR) Anu Talus, Finnish DPA



12.15- 12.40	And the unavoidable – employee data and pitfalls, new Norwegian guidelines and other interesting contributions to the landscape	<ul style="list-style-type: none"> • Eva Jarbekk, partner Schjødt, • Marit Hansen, Schleswig-Holstein DPA, Germany
12.40- 13.30	LUNCH BREAK	
CASE STUDIES – guided by Mattias Gotthold		
13.30- 13.55	How does zero trust privacy secure personal data? Let's talk about the concept of zero trust privacy and the practical problems it can solve .	<ul style="list-style-type: none"> • Steve Badger, co-founder and VP, Privacy 1 • Pan Xuan, co-founder, Privacy 1
14.00- 14.40	Brexit – UK transfer ambitions and adequacy	<ul style="list-style-type: none"> • John Bowman, UK, <i>moderator</i> • Eleonor Duhs, Fieldfisher
14.40— 15.10	COFFEE BREAK	
CASE STUDIES – guided by Henriette Wejdmak		
15.10- 15.20	The importance of access to peers and a professional community	<ul style="list-style-type: none"> • Egil Bergenlind, Founder, DPOrganizer
15.25- 16.05	Samesame but different – managing, understanding and talking about the risk for the individual, for the organisation and for us all.	<ul style="list-style-type: none"> • Maria Holmström Mellberg, Accenture <i>moderator</i> • Marit Hansen, Data Protection Commissioner of Land Schleswig-Holstein and Chief of Unabhängiges Landeszentrum für Datenschutz (ULD) • Michael Hopp, Partner, Plesner, Copenhagen • Leena Kuusniemi
16.10- 16.50	Interacting with the data protection agencies – voices from the trenches	<ul style="list-style-type: none"> • Eleonor Duhs, Director Technology, Outsourcing and Privacy, Fieldfisher, London, <i>Moderator</i> • Fredrik Schöllin, DPO, Inera • Magnus Bergström Swedish DPA



		<ul style="list-style-type: none">• Johan Sundberg, Partner, edpLaw• Filip Johnssén, Data Protection Officer, Klarna bank
16.55- 17.25	Concluding NPA 2021; Today's data protection state of mind – where are we and what do we need?	<ul style="list-style-type: none">• Tobias Bräutigam, <i>moderator</i>• Ian Evans, Managing Director, EMEA, OneTrust• Karin Lönnheden, Swedish DPA, IMY• Caroline Olstedt Carlström, Partner Cirio law firm, and Chair Swedish Data Protection Forum• Karl-Fredrik Björklund, Partner Wikström & Partners and deputy chair, Swedish Data Protection Forum
17.25- 17.30	Concluding NPA 2021	Caroline Olstedt Carlström