



# **A WARM WELCOME TO THE NORDIC PRIVACY ARENA 2024**

**Working Smarter! The Nordic Privacy Arena isn't just about knowing the theory – it's about understanding the practice.**

# MONDAY, SEPTEMBER 30

**08:00 – Doors open.**

**08:00–09:00 – Networking breakfast**

**Networking breakfast together with the board members of the Swedish Data Protection Forum and NPA sponsors.**

**09:00–09:15**

**The Swedish Data Protection Forum welcomes to the conference**

- Caroline Olstedt Carlström, Partner Cirio Law Firm, and Chair Swedish Data Protection Forum
- Chat Master Karl-Fredrik Björklund, Advokat and Partner Hellström Advokatbyrå KB, and Vice Chair Data Protection Forum

**09:20–10:05**

**Keynote: Patterns, Predictions, and Persuasion – Privacy in the era of chatbots and brainchips**

- Oskar MacGregor, Senior Lecturer, University of Skövde

**10:10–10:40**

**Focus areas for regulators for 2024 and 2025, IMY**

- David Törngren, acting Director General, Swedish Authority for Privacy Protection (IMY)

**10:40–10:55 – Coffee break**

**11:00–11:25**

**AI in the EU: Striking the right balance between data protection and innovation?**

- Cecilia Alvarez, Director of Privacy Policy Engagement, EMEA, Meta

**11:30–12:15**

**Data protection, innovation and competitiveness in the EU and Nordics – How does data protection and the interpretation by authorities impact innovative business models and the use of AI?**

- Abtin Kronold, Founder, DPO & PhD Candidate, TransPr!v4cy
- Daniel Westman, Legal Advisor and Researcher
- Cecilia Álvarez, Director of Privacy Policy Engagement, EMEA, Meta
- Tobias Bräutigam, Partner, Bird & Bird
- Susanne Lindeberg, Chief Privacy Officer, ICA Gruppen AB
- David Törngren, acting Director General, Swedish Authority for Privacy Protection (IMY)
- **Moderator:** Eva Jarbekk, Partner, Schjødt law firm

**12:15–13:15 – Lunch break**

**13:15–14:35**

**Tutorial AI: How AI techniques for Machine Learning and ChatGPT work. What are the implications on privacy principles?**

- Matthias Beckerle, Associate Professor, Karlstad University

**14:40–15:00**

**Keynote: Legal challenges related to AI, ML and LLMs under the GDPR and AI Act**

- Liane Colonna, Associate Professor, The Swedish Law and Information Research Institute (IRI)

**15:00–15:20 – Coffee break**

**15:20–16:05**

**Panel: AI and PETs – How can AI attack security/privacy technologies & how can AI enhance security/privacy technologies**

- Liane Colonna, Associate Professor, The Swedish Law and Information Research Institute (IRI)
- Matthias Beckerle, Associate Professor, Karlstad University
- Pontus Jonsson, Professor, KTH Royal Institute of Technology, Cybercampus
- **Moderator:** Simone Fischer-Hübner, Professor, Karlstad University and board member Swedish Data Protection Forum

**16:10–16:35**

**US corner: What is cooking in the US Privacy kettle**

- Odia Kagan, Partner and Chair of GDPR Compliance & International Privacy Practice, Fox Rothschild LLP

**16:40–17:25**

**Industry Panel: Innovative Privacy solutions – Bringing PETs to practice**

- Elisabet Lobo-Vesga, Privacy Engineer, DPella AB
- Amelia Andersdotter, Compliant cloud and risk management, Safespring
- Jan Lindquist, Cryptomathic, SIS privacy and security standards developer expert, Cryptomathic
- Peter Boström, CEO, Nordic Information Control
- **Moderator:** Simone Fischer-Hübner, Professor, Karlstad University and board member Swedish Data Protection Forum

**17:25–17:55**

**Anonymization, Pseudonymization and Data Subject Rights in the light of the GDPR and the European Data Spaces**

- Meiko Jensen, Associate Professor, Cyber Security and Privacy Engineering, Karlstad University

**17:55–18:00**

**Filip Johnssén summarizes the first day of the conference and welcomes to the mingle by Dataministeriet**

- Filip Johnssén, DPO SEB, board member Swedish Data Protection Forum and host of the privacy pod Dataministeriet

**18:00–19:45 – Mingle hosted by Dataministeriet**

# TUESDAY, OCTOBER 1

**07:00 – Doors open for participants of the breakfast workshop.**

**07:30–08:45**

## **Breakfast workshop with Google**

Exploring the Potential of Generative AI for the Public Sector in a Responsible Way  
Generative AI is revolutionizing how we work, create, and innovate across the public sector. Join us for an interactive workshop exploring the unique opportunities and challenges that Generative AI presents for the public sector in the Nordics.

We'll delve into real-world use cases with AI demos, ethical considerations, and address privacy concerns, all while fostering an open AI ecosystem and exploring what we can do together to foster the acceleration of responsible AI.

- **Welcome by moderator from the NPA organizers** - Caroline Olstedt Carlström, Partner Cirio Law Firm, and Chair Swedish Data Protection Forum
- **The potential of GenAI in the public sector** - Frida Rössel, Google Cloud Manager Public Sector Nordics
- **Ethical and responsible AI** - Irene Ek, Public Policy Manager Google Cloud Nordics
- **GenAI demo for the public sector** - Anna Broms, Customer Engineer focusing in the Public Sector
- **AI & Privacy guardrails** - António Gonçalves, Google Cloud, Privacy Regulatory Affairs Lead, Benelux & UKI and/or Fenitra Ravelomanantsoa, Head of Cloud Regulatory Affairs, EMEA
- Panel discussion with organizer representative, Frida, António/Fenitra

**08:15 – Doors open for all other participants**

**08:15–09:00 – Networking breakfast**

**Networking breakfast together with the board members of the Swedish Data Protection Forum and NPA sponsors**

**09:00–09:05**

**The chair of the Swedish Data Protection Forum welcomes to the second day of the conference**

- Caroline Olstedt Carlström, Partner Cirio Law Firm, and Chair Swedish Data Protection Forum

**09:05–09:35**

**Human Rights Impact Assessment - Guidance and Toolbox**

- Anja Møller Pedersen, Tenure Track Assistant Professor of Human Rights, Technology & Data Protection, Danish Institute for Human Rights

**09:40–10:25**

**Panel: Challenges of Aligning Risk Management approaches for complying with the GDPR, AI Act, NIS2 and other laws**

- Anja Møller Pedersen, Tenure Track Assistant Professor of Human Rights, Technology & Data Protection, Danish Institute for Human Rights
- Magnus Bergström, Senior IT-advisor, Swedish Authority for Privacy Protection (IMY)
- Josè Pedro Paiva, Privacy Counsel, OneTrust
- Anna-Maria Björklund, Nordic DPO, CapGemini
- **Moderator:** Maria Holmström Mellberg, Nordic Data Privacy and Information Security Lead, Accenture and board member Swedish Data Protection Forum

**10:25–10:50 – Coffee break**

**10:50–11:20**

### **Privacy litigation and Schrems III case**

- Max Schrems, Founder of NOYB, activist, lawyer and author, NOYB

**11:25–12:00**

### **Keynote: Future of Privacy of the age of the Artificial General Intelligence (AGI)**

- Emma Redmond, Associate General Counsel, Head of EU Data Protection, Open AI

**12:00–13:00 – Lunch break**

**13:00–13:15**

### **Team Rynkeby – Team Rynkeby is a European charity cycling team and a proud sponsor of the Swedish data protection forum.**

- Gunnar Håkansson, Team Rynkeby



**13:20–13:50**

**Keynote: The Chromebook case - a municipality perspective**

- Johanne Strabo Svendsen, Vice President for Compliance, Quality and Security, Kombit A/S

**13:55–14:10**

**Mattias Gotthold in discussion with Fenitra Ravelomanantsoa and Johanne Strabo Svendsen regarding the Chromebook case**

- Mattias Gotthold, Senior Legal Counsel, Data Law Center and Vice Chair Swedish Data Protection Forum
- Fenitra Ravelomanantsoa, Head of Cloud Regulatory Affairs, EMEA, Google
- Johanne Strabo Svendsen, Vice President for Compliance, Quality and Security, Kombit

**14:15–14:45**

**Keynote by Per Meyerdierks; A conversation about privacy, responsible AI and AI governance, followed by a Q&A**

- Per Meyerdierks, Director, Privacy Legal, Google

**14:45–15:05 – Coffee break**

**15:05–15:25**

### **Legal update regarding selected CJEU cases**

- Olle Pettersson, Section lawyer, Swedish Authority for Privacy Protection (IMY)

**15:35–16:05**

### **The Baby, Nietzsche and a Retriever – and how to embrace your inner Lazy DPO**

- Rie Aleksandra Walle, Founder @NoTies Consulting & Chief of Updates @DPO Hub

**16:10–16:50**

### **The role of the DPO from a nordic perspective with practical reflections on the conference**

- Caroline Olstedt Carlström, Partner Cirio Law Firm, and Chair Swedish Data Protection Forum
- Phoenix Persson, Board member of the Denmark's DPO association and DPO at 3Shape
- Juha Sallinen, Privacy consultant, DPO, GDPR Tech
- Pål Magne Ånestad, Senior Compliance Officer at Group Data Protection Office, Nordea
- **Moderator:** Moa Mörner, Mörner Consulting, DPO and board member the Swedish Data Protection Forum

**16:55**

## **The conference ends with closing remarks by the Chair of the Swedish Data Protection Forum**

- Caroline Olstedt Carlström, Partner Cirio Law Firm, and Chair Swedish Data Protection Forum

*Please note that we reserve the right to make changes, updates, or modifications to the program at any time without prior notice.*

# THANK YOU FOR ATTENDING THE NORDIC PRIVACY ARENA 2024 & A SPECIAL THANK YOU TO OUR SPONSORS.

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