



A WARM WELCOME TO THE NORDIC PRIVACY ARENA 2025

A Decade of Progress. A Future of Responsibility.

MONDAY 29 SEPTEMBER

08:00 – Doors Open

08:00 – 09:00 – Networking breakfast

Networking breakfast: Start the day with your fellow Guardians of Privacy

Ease into the conference with a relaxed breakfast and good company. Join us for coffee, conversation and a chance to connect with peers before the official program kicks off.

09:00 – 09:15

Welcome to Nordic Privacy Arena – More Relevant Than Ever

This year marks the tenth edition of the Nordic Privacy Arena and the conversations we're having have never been more relevant. In a world where data flows shape politics, business, and everyday life, privacy has become a defining issue of our time. Over the next two days, we'll explore the latest developments, hear from leading voices in the field, and connect across sectors and borders. Thank you for joining us on this milestone year and for being part of the conversation.

- Speaker: **Caroline Olstedt Carlström**, Chair, Swedish Data Protection Forum, and Partner and Head of Data, Privacy and Information Security, Cirio Law Firm

09:15 – 09:45

Keynote: to be confirmed.

09:45 – 10:05

Keynote: Reflections and Priorities from the Swedish Authority for Privacy Protection (IMY)

What are the key trends shaping the Swedish Authority for Privacy Protection's (IMY) current agenda? This keynote offers insights into IMY's priorities, ongoing and upcoming initiatives, and its evolving role in national and international cooperation. From EDPB collaboration and Nordic DPA alignment to broader partnerships with other competent authorities — this session provides a forward-looking view into the regulator's work and reflections on where privacy is headed next.

- Speaker: **Eric Leijonram**, Director General, Swedish Authority for Privacy Protection (IMY)

10:05 – 10:30

Keynote: Why Privacy Matters – Then, Now, and Globally

Why have privacy and data protection been such a deeply rooted value in countries like Germany - and how has that legacy shaped the European data protection framework we know today? This keynote reflects on the historical, political, and cultural factors that elevated privacy and data protection to fundamental rights in Europe. Against the backdrop of accelerating technological change and global instability, she makes the case for why privacy and data protection should now be a top priority far beyond the EU's borders.

- Speaker: **Marit Hansen**, State Data Protection Commissioner of Schleswig-Holstein

10:30 – 11:00 – Coffee break

11:00 – 11:20

Keynote: Life on the Frontline – AI from an Estonian Perspective

Estonia has long been known as one of the most digitally advanced societies in the world — and now, it finds itself at the forefront of AI adoption in both public and private sectors. What does this mean for data protection in practice? In this keynote, the Estonian Data Protection Authority shares first-hand insights from navigating the complex realities of AI deployment, regulatory uncertainty, and public expectations. A rare glimpse into what it means to regulate innovation — while living inside it.

- Speaker: **Pille Lehis**, Director General, Data Protection Authority Estonia (Andmekaitse Inspektsioon)

11:20 – 11:40

Keynote: Just because we can, does that mean we should? Ethical aspects when working with AI

AI has gone through an incredible development. Pope Leo XIV has laid out his vision for his papacy, identifying AI as one of the most critical matters facing humanity. We will reflect and discuss ethics and the core of being human in a world of automatisations. What are the risks of AI to on the one hand individuals, as human beings, and on the other hand to organisations?

- Speaker: to be confirmed

11:40 – 12:30

Panel: Ethics in a World of Automation – Risks for Humans and Organisations

As AI systems become more embedded in decision-making, both individuals and organisations face new — and sometimes unexpected — risks. What are the ethical implications of automated processes for human dignity, fairness, and agency? And how can organisations navigate reputational, legal, and operational consequences when the line between automation and accountability blurs? This panel brings together diverse perspectives to unpack the ethical dimensions of AI in practice.

- Speakers: **Stefan Kulk**, Coordinating Advisor AI and Algorithms Supervision, Dutch Data Protection Authority (Autoriteit Persoonsgegevens), **Tatiana Caldas Löttinger**, Founder & CEO, International WoMenX In Business For AI (IWIB4AI) Think-Tank, **Nilufar Anwar**, Director, Legal Strategy, Salesforce.
- Moderator: to be confirmed

12:30 – 13:30 – Lunch break

13:30 – 14:00

USA Today and Tomorrow: Privacy, Enforcement and the Road Ahead

From groundbreaking state-level privacy laws to federal proposals that could reshape the regulatory landscape, the United States continues to evolve as a key player in global data protection. But what does this mean for international data flows, enforcement priorities, and transatlantic cooperation? Join a leading U.S. expert who unpacks the current state of privacy regulation in the U.S., explores upcoming legislative trends, and offers insights into what the future might hold — for companies, regulators, and individuals alike.

- Speaker: to be confirmed

14:00 – 14:45

Legal Update: What's Been and What's Coming?

From major court rulings to new legislation and enforcement trends, the privacy landscape continues to shift at a high pace. In this session, we take stock of the key legal developments from the past year — and look ahead to what's on the horizon. What should privacy professionals prepare for in the coming months? And how might upcoming regulations, decisions, and policy shifts reshape the way we work? A fast-paced and focused legal briefing to help you stay one step ahead.

- Speaker: **Joost Gerritsen**, CEO, Digibeetle, and Privacy, AI & Robotics Lawyer, Legal Beetle

14:45 – 15:00

Legal Update: EU Digital Rulebook – A Brief Update

Cybersecurity and data protection are becoming increasingly intertwined. In this short update, we'll cover the latest developments of the EU Digital Rulebook — such as cybersecurity legislation (e.g. NIS2, Cyber Resilience Act), data spaces and IoT legislation — and what they mean for privacy professionals. A quick but essential overview to keep you in the loop.

- Speaker: **Joost Gerritsen**, CEO, Digibeetle, and Privacy, AI & Robotics Lawyer, Legal Beetle

15:00 – 15:30 – Coffee break

15:30 – 16:00

Keynote: Experiences of GDPR Enforcement

The large fines the Irish Data Protection Commission (DPC) issued on LinkedIn and TikTok have made headlines all around Europe and beyond. Many large data driven companies, such as Meta, Microsoft, Google, TikTok and LinkedIn, have their European headquarters in Ireland. How does the DPC effectively supervise these giants? How do they ensure that children's privacy, who are our future, are properly protected? Hear from the Irish Data Protection Commissioner's Office about their recent supervisory activities, their upcoming strategy and agenda, and how they cooperate internationally.

- Speaker: **Andrew Carroll**, Deputy Commissioner, Data Protection Commission Ireland

16:00 – 16:30

Session: Buying time?

These days, it seems as if we read about ransomware attacks on a daily basis. Ransomware attacks are an entire business in themselves. The question is no longer if you will be affected by a ransomware attack but rather when this will happen. This session will guide us in what to do if facing a ransomware attack. How do you support your organisation? How do you keep cool under pressure? How do you buy time?

- Speaker: **Magnus Jelen**, Lead Director of Incident Response UK & EMEA, Coveware Inc

16:30 – 17:15

Keynote: Max Schrems on the State of Privacy

We're delighted to once again welcome Max Schrems to the Nordic Privacy Arena in Stockholm. As founder of NOYB and a long-standing force in shaping global privacy debates, Max brings a unique perspective on where the world is heading — and what that means for data protection. In this keynote, he shares the latest from NOYB, offers his take on emerging trends, and reflects on the challenges that lie ahead for privacy in a rapidly changing world.

- Speaker: **Max Schrems**, Honorary Chair, NOYB (None of Your Business)

17:15 – 17:20

Closing day 1

As we wrap up the first day of Nordic Privacy Arena, we'll take a brief moment to reflect on the highlights so far — and give you a glimpse of what's coming tomorrow. But don't head home just yet! Join us right after for our anniversary celebration: a special after work gathering to mark the tenth edition of the NPA. Drinks, music, and great company await!

- Speaker: **Caroline Olstedt Carlström**, Chair, Swedish Data Protection Forum, and Partner and Head of Data, Privacy and Information Security, Cirio Law Firm

17:30 – 20:00 – Anniversary Party – 10 Years of Nordic Privacy Arena

TUESDAY 30 SEPTEMBER

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

07:30 – 08:55

Breakfast workshop

This session will provide an update on the increasingly complex legal and regulatory landscape that organisations must navigate when it comes to conducting risk and impact assessments. Requirements stemming from frameworks, such as the GDPR, NIS2, CER, and the AI Act mean that organisations are now expected to carry out structured assessments — often across overlapping domains.

But how can this work be organised and executed effectively, without overwhelming the organisation or turning it into an impossible task?

In this practical session, we will take a deep dive into how these requirements can be addressed in a way that is both compliant and sustainable. We will share experiences, hear examples from practitioners, and explore how others have tackled these challenges in practice.

Bring an open mind — and your own experiences — to share with fellow Guardians of Privacy.

- Speakers: to be confirmed
- Moderator: to be confirmed

08:00 – Doors open for all other participants

08:00 – 08:55 – Networking breakfast

Networking breakfast

09:00 – 09:10

Welcome to the second day of the Nordic Privacy Arena!

- Speaker: **Caroline Olstedt Carlström**, Chair, Swedish Data Protection Forum, Partner and Head of Data, Privacy and Information Security, Cirio Law Firm

09:10 – 09:35

Keynote: Digital Sovereignty - the buzzword for 2025?

Over the last couple of years, most intensely during 2025, the topic Digital Sovereignty has become part of everyone's agenda. Here, we will discuss not only Digital Sovereignty from the perspective of competition, market and capital market access for new players, national sovereignty, the future of the rule of law and human rights but also its relevance for data protection and privacy as such.

- Speaker: to be confirmed

09:35 – 09:45

Introduction: Digital Sovereignty - US perspective

Looking at the movement to build and adopt a new European digital landscape, we will provide you with an introduction to digital sovereignty from a US perspective.

- Speaker: **Travis LeBlanc**, Partner, Cooley and Board Member, Privacy and Civil Liberties Oversight Board (PCLOB)

09:45 – 10:30

Panel: Digital Sovereignty - why is it important, is it possible, and what now?

We continue the discussion on Digital Sovereignty.

- Speaker: **Travis LeBlanc**, Partner, Cooley LLP and Board Member, Privacy and Civil Liberties Oversight Board (PCLOB), **Marit Hansen**, State Data Protection Commissioner of Schleswig-Holstein, **Daniel Melin**, Business Development and Strategy, Safespring
- Moderator: to be confirmed

10:30 – 11:00 – Coffee break

11:00 – 11:20

Session: Mind the risk - How I implemented a governance organisation which is now used to successfully implement AI

More than ever, governance and internal frameworks stand at the frontline of safeguarding fundamental rights, democratic values and national security today. The traditional governance frameworks were however not designed to capture and strategically manage new risks and challenges that arise from AI. Drawing on first hand experiences, hear this case for the Nordics to show leadership and shape a practical and credible model of responsible AI governance. This will enable trustworthy and accountable AI in the Nordics and globally.

- Speaker: **Hummam Wasfi**, Founder, Art25 Consulting

11:20 – 11:40

Inside the EDPB: Decision-Making, Dynamics and the Role of AI

What really happens behind the scenes of the European Data Protection Board? In this session, we take a closer look at how the EDPB operates — its priorities, its internal processes, and how consensus is built among national authorities. With AI models climbing higher on the regulatory agenda, we'll also explore how the EDPB is approaching questions around AI, accountability, and enforcement. A rare opportunity to better understand one of Europe's most influential privacy bodies — from the inside.

- Speaker: **Diletta De Cicco**, Legal Officer, European Data Protection Board

11:40 – 12:30

Interviews.

Join us for live talks on stage.

- Speakers: to be confirmed
- Moderator: **Olga Nielsen**, Co-founder, Managing Partner and Senior Consultant, Nordic Data Compliance Centre

12:30 – 13:30 – Lunch break

13:30 – 13:50

DPO: How do you get Privacy from Floor to Boardroom and Back?

Change management and leadership are essential skills for any successful DPO - but what do they look like in practice? How can you apply them to secure, and maintain, your seat at the table? And how do you communicate privacy in a way that resonates not just across the organisation, but all the way to the boardroom? This session explores how DPOs can build influence, drive organisational awareness, and make privacy a strategic priority.

- Speaker: **Anna Olsson**, Senior management consultant and change manager, Unova Consulting AB

13:50 – 14:10

Keynote: The role of the DPO - the Lithuanian perspective

This keynote will explore the critical importance of ensuring the independence of the DPO. Emphasizing the evolving expectations for the DPO role, it will highlight the need for specific competencies to effectively navigate complex data protection challenges. This session will give valuable insights into how regulators view the DPO's position and the standards necessary to maintain its integrity and effectiveness.

- Speaker: **Dijana Šinkūnienė**, Director, State Data Protection Inspectorate of the Republic of Lithuania (Valstybinė duomenų apsaugos inspekcija)

14:10 – 15:00

Panel: The DPO Role in Flux: Advisory, Accountable - or Both

The role of the DPO remains in constant evolution and debate. On one hand, the GDPR outlines responsibilities that can appear contradictory. On the other hand, new legislation like NIS2 and the AI Act needs to be taken into account by the DPO. So how can DPOs navigate this complex and shifting landscape? A successful DPO does not operate in a vacuum, but collaborates closely with — and supports — decision-makers and other risk functions. But where is the line between advising and owning decisions?

This session explores how DPOs can maintain their independence, relevance, and integrity in uncertain times.

- Speakers: **Dijana Šinkūnienė**, Director, State Data Protection Inspectorate of the Republic of Lithuania (Valstybinė duomenų apsaugos inspekcija), **Anna Olsson**, Senior management consultant and change manager, Unova Consulting AB, **Viktorija Alksne**, Senior Director - Senior Associate General Counsel, Nasdaq, **Malin Blixt**, Head of Division, Swedish Authority for Privacy Protection (IMY)
- Moderator: **Andreea Lisievici Nevin**, Privacy, Digital and AI Lawyer, PrivacyCraft

15:00 – 15:30 – Coffee break

15:30 – 15:50

SportAdmin: the DPAs perspective on data breaches

The ransomware attack on SportAdmin is one of Sweden's largest cybersecurity incidents, affecting around 2 million individuals, thereof many children. Hear from the Swedish Authority for Privacy Protection about their perspective and how they work when it comes to larger data breaches.

- Speaker: **Viktor Johnsson**, Legal Advisor, Swedish Authority for Privacy Protection (IMY)

15:50 – 16:30

Panel: Discussing universally relevant aspects in the SportAdmin data breach

The SportAdmin data breach contains elements which are relevant in any context. Discuss aspects such as the responsibilities of controllers vs processors, data retention periods, information security and how we can work with and learn from similar European data breaches and ransomware attacks.

- Speakers: Juha Sallinen, Entrepreneur and Consultant, GDPR Tech, **Nils G. Indahl**, Data Protection Officer, Church of Norway , **Eva Heeger**, Senior Data Protection Counsel, PostNord Group
- Moderator: **Caroline Sundberg**, Partner, Snellman

16:30 – 17:00

Keynote: The Future of Privacy - 10 years ahead: what is cooking?

The legal but also the cultural landscape is changing and shifting. The GDPR is no longer the only relevant legislation but there is an explosion of European regulations, such as the AI Act, EHDS, DSA, DMA and CSAM. This closing keynote ties together the past, present, and future for the legal landscape. What does the shifting legal and cultural landscape mean for the future of privacy and the privacy professional?

- Speaker: **Anna Berlee**, Professor data protection legislation, Open University in the Netherlands, and Board member, the Dutch Privacy Association.

17:00

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

- **Caroline Olstedt Carlström**, Chair, Swedish Data Protection Forum, and Partner and Head of Data, Privacy and Information Security, Cirio Law Firm

** 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 2025

& A SPECIAL THANK YOU TO OUR SPEAKERS FOR THEIR
CONTRIBUTIONS, SPONSORS FOR THEIR GENEROUS SUPPORT
& THE PROGRAM COMMITTEE.



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