



WARM WELCOME TO THE NORDIC PRIVACY ARENA 2026

Innovation and Compliance in the Era of Cloud,
AI and Geopolitical Uncertainty
– Because Accountability Can't be Outsourced

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Nordic Privacy Arena 2026!

What started as a bold idea in 2015 has grown into the Nordic region's premier privacy event. The Swedish Data Protection Forum is proud – and a little thrilled – to welcome you to the Nordic Privacy Arena 2026!

This year's theme says it all: **Innovation and Compliance in the Era of Cloud, AI and Geopolitical Uncertainty – Because Accountability Can't be Outsourced.**

The world around us is shifting fast, and so is the regulatory landscape. The question is no longer whether to embrace AI and cloud – it is how to do it responsibly, transparently and with real accountability.

Organisations across the Nordics – and Europe – are under enormous pressure to innovate, digitise and become more efficient. At the same time, customers, citizens, boards and regulators all demand accountability. Privacy professionals sit right at the centre of that tension, and we need to be **smart, creative, brave** and **up to date** – now more than ever.

AI is reshaping how decisions are made about people, communities and entire societies – sometimes without transparency or meaningful human oversight. A shifting geopolitical landscape adds another layer of complexity: Europe is calling for reduced dependence on external tech giants while simultaneously pushing for growth and less red tape. These are not hypothetical scenarios – they are our daily reality.

That is exactly why the Nordic Privacy Arena exists. Over two inspiring days in Stockholm, we will navigate this complexity together – with leading experts, practitioners and regulators from across Europe and beyond. We bring you the tools, the insights and the conversations that enable you to tackle these issues head-on in your day-to-day work.

I would like to take this opportunity to thank the Data Protection Forum Board, the Forum Office and the Nordic Privacy Arena Program Committee for their tireless dedication in putting together this extraordinary event. This would never have come true without you!

Any changes in the program will be posted on www.dpforum.se and on LinkedIn. Follow the hashtag #NPA2026 for live updates, comments and questions throughout the event.

Accountability starts here. Let's lead the way – together.

Welcome to NPA 2026!



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

Stockholm, 24 September, 2026

Practical Information

Wi-fi:

Network: MB_2026_DP

Password: B1749/NPA26

LinkedIn: **#NPA2026 @Forum för Dataskydd**

Website: dpforum.se

The conference will be photographed and streamed, please contact our staff or e-mail us at info@dpforum.se if you don't want pictures of you to be published.

SAVE THE DATE: Nordic Privacy Arena 2027

The next instalment of Nordic Privacy Arena will take place in Stockholm 27-28 September 2027. Visit our website for updates.

We welcome suggestions for topics and pitches for talks – contact us at info@dpforum.se.

The Swedish Data Protection Forum – Forum för Dataskydd

Forum för Dataskydd – Advancing Privacy and Data Protection

Forum för Dataskydd is a Swedish non-profit organisation dedicated to strengthening privacy and data protection and contributing to a trusted digital society.

Since 2012, we have supported Data Protection Officers and other professionals working with privacy and data protection. Through webinars, seminars and professional networks, we provide knowledge, practical insights and opportunities to exchange experiences.

As technology, data use and regulation continue to evolve, privacy has become an increasingly important priority for organisations, leadership teams and boards. Our mission is to help the privacy community navigate this changing landscape and promote responsible and trustworthy use of personal data.

Forum för Dataskydd is also the organiser of **Nordic Privacy Arena (NPA)** – the Nordic region's largest conference dedicated to privacy and data protection, bringing together experts, practitioners and decision-makers to explore the issues shaping privacy today and tomorrow.

MONDAY 28 SEPTEMBER

Monday's hosts:

- Arman Borghem, Regulatory and Compliance Advisor, Cleura
- Elisavet Dravalou-Samor, Data protection lawyer, Synch Law
- Josefine Karlsson, Head of Sales & Marketing Sweden, Senior Legal Counsel, Fondia
- Erika Memborn, Regional Data Protection Officer (DPO), Västra Götaland Region

Monday's chatmaster:

- Karl-Fredrik Björklund, Deputy Chair, Swedish Data Protection Forum and Partner, Hellström Advokatbyrå

08:00 – Doors open for Networking breakfast

08:00 – 08:55 – 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

**NPA 2026 opens with a welcome and an introduction to this year's theme:
Innovation and Compliance in the Era of Cloud, AI and Geopolitical Uncertainty –
Because Accountability Can't be Outsourced.**

Over the next two days, we will look at how organisations are dealing with rapid technological change, evolving regulation and increasing geopolitical uncertainty – and what it takes to remain accountable in practice.

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

09:20 - 09:45

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

What are the key issues currently on the agenda of the Swedish Data Protection Authority? In this keynote, Director General Eric Leijonram shares reflections on developments in privacy and data protection, as well as the priorities and challenges facing the authority.

The session provides an opportunity to hear directly from IMY about current regulatory developments, supervisory activities and other matters receiving increased attention from the Swedish data protection authority.

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

09:50 – 10:15

Keynote: The Bridge on a Stranger's Face – Accountability in the Age of Cloud, AI and Geopolitical Tension

Discussions about data protection have always been discussions about power and control. Hence, data protection legislation places the accountability of data protection with the person who controls the processing of personal data. This works in simple constructs, but is stress-tested extensively in the age of cloud, AI and geopolitical tensions, where scalable processing does not seem to lead to scaling accountability as well. In this keynote we tackle this topic by taking smart glasses as our example and go back to the basics of data protection and core

concepts such as the household exemption and controllership to ask ourselves: does accountability in data protection scale?

- Speaker: **Anna Berlee**, Professor of Data Protection and Privacy Law at Open University (NL) & Chair of Dutch Privacy Association Vereniging Privacy Recht

10:20 - 10:45

Panel discussion: Data Protection Authorities Challenges in the Current Geopolitical Climate

This panel explores how data protection authorities face the challenges of the current geopolitical climate. Politicians across Europe are attempting to address numerous challenges, with measures to boost innovation, improve digital sovereignty, and give public authorities stronger tools for surveillance. What does this demand from today's data protection authorities, and the role they play?

- Speakers: **Anna Hänninen**, Team Manager International Legal Matters, Finnish Office of the Data Protection Ombudsman, **Dijana Šinkūnienė**, Director, Lithuanian State Data Protection Inspectorate, **Marit Hansen**, State Data Protection Commissioner Land Schleswig-Holstein, **Pille Lehis**, Director General, Estonian Data Protection Inspectorate
- Moderator: **Arman Borghem**, Regulatory and Compliance Advisor, Cleura

10:45 – 11:15 – Coffee break

Block 1 – Digital Sovereignty

11:15 - 11:30

Keynote: Swedish Government Agencies' View on the Geopolitical Situation and Digital Sovereignty

The Swedish public sector is feeling the pressure to innovate, while ensuring legal compliance and an appropriate use of digital solutions. Different government agencies have chosen different paths, based on different assessments. eSamverkansprogrammet (eSam) is an initiative of 40+ Swedish government agencies pooling resources to solve digitalisation challenges. What has been achieved to improve competition and access to sovereign digital solutions, for example in the area of interoperability? We may also get a glimpse of what the private sector can learn from how the public sector works together.

- Speaker: **Erik Enocksson**, Security Coordinator, eSam

11:35 - 11:55

Keynote: Geopolitical Challenges for Data Protection Authorities

On the one hand, there is increasing pressure from the EU to take on more responsibilities, as many of the new EU legislative acts assign additional tasks to DPAs. On the other hand, countries such as Estonia also have to address pressing national priorities: national security, inflation, rising energy costs and, increasingly, higher defence spending.

The question, then, is how we can maintain strong and effective data protection supervision while resources and political attention are being pulled in so many different directions. How do we solve this equation with so many unknowns?

- Speaker: **Pille Lehis**, Director General, Estonian Data Protection Inspectorate

12:00 - 12:25

Panel discussion: How Does Europe Meet the Moment?

How do European customers and tech providers meet the moment? How can customer organisations work together to find solutions that meet their needs? What changes in purchasing behaviour has a European tech provider noticed, and what can customers achieve without relying on US clouds? How should European organisations think about the risks and opportunities – whether in the realm of cybersecurity, innovation, vendor lock-in, or digital sovereignty?

- Speakers: **Erik Enocksson**, Security Coordinator, eSam, **Astor Nummelin Carlberg**, Director Open Source Sovereignty, SUSE, **Michael Bahar**, Partner and Co-Lead of Global Cybersecurity and Data Privacy, Eversheds Sutherland, **Marit Hansen**, State Data Protection Commissioner Land Schleswig-Holstein
- Moderator: **Onur Korucu**, Non-Executive Director, DataRep

12:30 - 12:50

Keynote: A US view on Recent History

How do US politicians and businesses view what is happening in Europe at the moment, particularly the push for digital sovereignty? Looking back a decade, what are the developments in the United States from then until now, and how do the three branches of government view the rule of law? This keynote gives a US perspective on how European organisations should think about their reliance on US tech providers.

- Speaker: **Michael Bahar**, Partner and Co-Lead of Global Cybersecurity and Data Privacy, Eversheds Sutherland

12:50 - 13:50 – Lunch break

Block 2 – Procurement

13:50 - 14:15

Keynote: No Competition, No Compliance: How Procurement Practices Decide Your Data Protection Outcomes

No one sets out to procure unlawful processing. We get it anyway, because we write requirements that only one supplier can meet. This keynote addresses unsuitable and anti-competitive procurement practices that cause inappropriate data processing. Drawing on research from the University of Skövde, it specifically elaborates on how Sweden's first Cloud Policy and the EU's Cloud Sovereignty Framework can (and will) improve current practices and impact opportunities for managing risks.

- Speaker: **Björn Lundell (Ph.D.)**, Professor of Computer Science, University of Skövde

14:20 - 14:50

Fireside chat: Use of AI transcription in Healthcare

There are high expectations that AI will innovate and solve the future challenges of healthcare. A current technique is Ambient scribes which transcribes conversations and uses generative AI to facilitate medical record documentation. At the same time, the new technique requires more individual data than before to be processed by AI and large language models (LLMs). This panel discusses where we stand today – what are our challenges and dilemmas?

- Speakers: **Milla Keller**, Head of Tech & Regulatory Legal, Terveystalo, **Manólis Nymark**, Chief Executive, Manólis Nymark Consulting, Kathinka Theodore Aakenes Vik, Senior Advisor at Section for investigations, analysis and politics, Norwegian Datatilsynet, **Michael Hopp**, Partner & Attorney-at-Law, Hopp & Partners, Copenhagen, **Lars Lindsköld**, President, European Federation for Medical Informatics
- Moderator: **Jukka Lång**, Partner and Head of Innovation Powerhouse, Dittmar & Indrenius

14:55 - 15:20

Keynote: Cooperation between the DPAs and within the EDPB – for the benefit of controllers and processors while upholding individuals' fundamental rights

The session provides an opportunity to hear about the cooperation between the DPAs in general and within the EDPB.

Anna Hänninen, Head of the EU and International Affairs Team at the Finnish DPA, the Data Protection Ombudsman, will talk about the development of cooperation between the DPAs and the EDPB, and highlight some of the key areas currently shaping their work. She will for example touch on the Helsinki Statement, which outlines new initiatives within the EDPB to make GDPR compliance easier, in particular for micro, small and medium-sized organisations, to strengthen consistency and boost cross-regulatory cooperation. She will provide a broader perspective on how cooperation between the DPAs and the EDPB supports organisations in navigating the evolving regulatory landscape and meeting their data protection obligations.

- Speaker: **Anna Hänninen**, Team Manager International Legal Matters, Finnish Office of the Data Protection Ombudsman

15:20 - 15:50 – Coffee break

15:50 – 16:30

Keynote: Trust and Safety in Technology – A Powerful History

The speed of technological innovation challenges many facets of society. Policy makers and enforcement agencies scramble to understand the application of existing law while simultaneously struggling to predict future harms. Organisations, fearful of missing the growth and promise of emerging tech, move quickly to adopt, while often not fully assessing risk. Data protection professionals are caught in the middle of these forces. And too often, their work is characterised as friction – something that slows down progress. This session will argue that nothing could be further from the truth. Through historical analogy, we can see that trust and technological innovation are not only symbiotic – they are also essential to each other.

- Speaker: **Trevor Hughes**, President, International Association of Privacy Professionals (IAPP)

16:35 – 17:05

Keynote: Max Schrems

Max Schrems provides the latest exciting updates from noyb – what’s on the agenda, which cases are cooking, and what’s ahead in a rapidly changing world.

- Speaker: **Max Schrems**, Founder, noyb

17:10 – 17:30

Keynote: GDPR Roles in AI Fine-Tuning – Lessons from IMY’s Innovation Sandbox

All privacy work starts with defining the GDPR roles and responsibilities. AI products and services can be structured and delivered in several ways. Introducing, adapting, and developing AI applications puts these fundamental questions into new perspectives. What are the implications if a supplier uses a pre-trained AI model and fine-tunes it— as part of its own product development, on behalf of a specific customer, or within the framework of a joint development effort with the customer?

In this session, the Swedish Authority for Privacy Protection (IMY) will share lessons from a recent Innovation sandbox on GDPR roles in AI fine-tuning— to provide you with practical insights and guidance when implementing the roles and responsibilities within innovation projects.

- Speaker: **David Suh**, Legal Counsel at IMY’s Innovation Hub, Swedish Authority for Privacy Protection (IMY)

17:30

Closing Remarks for Day 1

A brief wrap-up of Day 1 and a look ahead at Day 2. You will also be invited to our informal afterwork mingle.

- 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

Afterwork mingle, sponsored by filerskeepers

Join fellow attendees for an informal afterwork mingle as we celebrate the first day of NPA and all the great speakers who have shared their insights throughout the day.

Unwind with drinks and snacks, continue the conversations in a relaxed setting and connect with fellow attendees, speakers and sponsors. The mingle is sponsored by filerkeepers, who will welcome everyone to the evening.

Don't miss the chance to celebrate a great first day of NPA together!

TUESDAY 29 SEPTEMBER

Tuesday's hosts:

- Elisavet Dravalou-Samor, Data protection lawyer, Synch Law
- Josefine Karlsson, Head of Sales & Marketing Sweden, Senior Legal Counsel, Fondia
- Niklas du Puy, Senior Sales Executive, Draftit
- Karl-Fredrik Björklund, Deputy Chair, Swedish Data Protection Forum, and Partner, Hellström Advokatbyrå

Tuesday's chatmaster:

- Karl-Fredrik Björklund, Deputy Chair, Swedish Data Protection Forum, and Partner, Hellström Advokatbyrå

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

07:30 – 08:55

Breakfast workshop

THE INCIDENT ROOM: An interactive ransomware simulation

It's Tuesday morning. Your systems are down. Employees cannot access critical files. Operations are grinding to a halt. Then the message appears:
"Your data has been encrypted. We have stolen your information. Pay the ransom."
The clock is ticking.

Who do you call? What do you shut down? Do you involve law enforcement? Do you contact the attackers? And what happens when they threaten to publish the data?
This time, the decisions are yours.

On Day 2 of NPA 2026, Magnus Jelen, Director of Incident Response EMEA at Coveware, will take us into the heart of a developing cyber-extortion crisis. With more than 15 years' experience in security, law enforcement and intelligence operations, and as a trained hostage negotiator, Magnus has spent years navigating situations where the stakes are high, information is incomplete and every decision can have consequences.

Through live polls, the audience will determine how the situation unfolds. At critical moments, they will be asked to make the call, and Magnus will respond to the outcome. Contain or continue? Escalate or stay quiet? Engage or refuse? Negotiate or walk away?

There is no predetermined outcome. Drawing on Coveware's first-hand experience supporting organisations through cyber-extortion incidents around the world, Magnus will bring the realities of crisis response into the room, including the difficult decisions, competing priorities and unexpected turns that emerge when an organisation is under pressure.

You are not watching from the outside. You are in the incident room, and the next move is yours.

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

08:00 – 08:55 – Networking breakfast for all participants

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

Block 3 – Product Development and DS(A)Rs

09:15 – 09:45

Keynote: When AI Becomes the Requestor: Managing the New Wave of AI-Generated Data Subject Requests

Data subject access requests have always been a cornerstone of data protection - probably the most used right, and a consistent challenge for most organisations. But over the past few years, Artificial Intelligence has changed the game. Applicants now send DSARs with increased complexity, perhaps based on their own heightened expectations, but also due to the fact that AI is assisting or even writing their request. Requests are becoming not only more complex, but also more unclear, and the purpose behind a request is not always the purpose the legislator intended when creating the right of access. So what do you do with a wide-ranging, ambiguous request including metadata, audit trails and demands for a particular type of search strategy? In this session, we'll look at how an organisation can deal with the challenge of LLM-fuelled DSARs, balancing a respect for people's rights with a pragmatic response to a demanding robot.

- Speaker: **Tim Turner**, Data Protection Consultant, 2040 Training

09:50 – 10:20

Panel discussion: The Right of Access Under Pressure: Rising Volumes, Rising Expectations

How do organisations cope with the combined pressure of the EDPB's demanding guidelines on the right of access and a sharply growing inflow of requests? With expectations for how a DSAR should be handled becoming ever more detailed, at the same time as volumes keep rising, panellists will discuss where the practical breaking points are, and what organisations can realistically do to keep up without compromising individuals' rights.

- Speakers: **Ängla Pändel**, Senior Associate tech, data protection and compliance, Mannheimer Swartling Advokatbyrå, **Nils G. Indahl**, Data Protection Officer, Church of Norway, **Riim Bchara**, Privacy Counsel, SEB,
- Moderator: **Tim Turner**, Data Protection Consultant, 2040 Training

10:25 – 10:45

Fireside chat: From Privacy Strategy to Product Reality

How does privacy actually work inside one of the world's leading technology companies? In this fireside chat, we take a look behind the scenes of Ericsson's privacy organisation, how it is structured, how responsibilities are divided, and how privacy is embedded across the business.

Joining us on stage will be representatives from Ericsson's Global Privacy Office as well as Product Privacy Office, offering perspectives from both the broader privacy function and the teams working directly with privacy by design in customer-facing products. We will start by exploring how Ericsson has organised its privacy functions and the fundamental elements underpinning its privacy programme. From there, we move from strategy to practice, looking at how privacy considerations are translated into real products and business decisions.

Using real-life examples, our speakers will share how they approach product privacy in practice, the challenges they encounter, and what it takes to turn privacy principles into something that works in the real world.

- Speakers: **Helena Eriksvik**, Chief Privacy Officer, Ericsson, **Cathrine Abadji**, Head of Privacy Program Governance, Ericsson, **Heidi Wahl**, Senior Privacy Manager, Product Privacy Office, Ericsson

10:45 – 11:15 – Coffee break

11:15 – 11:45

Fireside chat: C-199/24, Lexbase judgement: a Swedish David vs Goliath case at the highest EU Court (Chapter 2)

The Swedish principles of transparency and the European fundamental right to privacy have clashed. Goled Raabi, also known as GDPRWarrior, has taken on both Lexbase and the Swedish state before the European Court of Justice. This is a David vs Goliath case where one person is fighting a battle against the Swedish legal system which allows companies to sell personal data of millions of Swedes, including criminal records, without restrictions by GDPR. On July 9, 2026, Goled won the case in the Court of Justice of the European Union (CJEU). Joakim Söderberg will give us a legal background of the case and what effect the judgement will have in the future. Thereafter Joakim will have a discussion with Goled about his journey and what the judgement will mean for all people in Goled's situation.

- Speaker: **Joakim Söderberg**, PrivacyAdvisor, Secify, **Goled Raabi**, GDPRWarrior is the plaintiff in EU case C-199/24 against Lexbase and the Swedish state

11:50 – 12:10

How Do We Interpret Criminal Offences in the GDPR?

The processing of data on criminal offences is becoming increasingly important, in relation to inter alia background checks and anti-money laundering. However, there is a lack of harmonisation as regards the interpretation of Article 10 which provides enhanced protection for such data. To reach harmonisation, the Swedish Authority for Privacy Protection (IMY) has raised this issue in the EDPB. IMY has also looked into how national legislation could be designed in view of the evolving need to process data on criminal offences.

- Speaker: **David Törngren**, Head of Department for Legal Services, Swedish Authority for Privacy Protection (IMY)

12:15 – 12:40

Keynote: Criminal-Offence Data: Balancing Protection and Legitimate Use

The processing of personal data relating to criminal convictions and offences is becoming increasingly relevant across both the public and private sectors. While Article 10 GDPR requires specific legal safeguards, national legislation plays a crucial role in balancing legitimate use with the protection of individuals' rights.

This keynote will explore how Lithuanian legislation and guidance issued by the Lithuanian State Data Protection Inspectorate address these challenges in the employment context and demonstrate how national legislation can provide practical safeguards while enabling legitimate processing of criminal-offence data.

- **Speaker: Dijana Šinkūnienė**, Director, Lithuanian State Data Protection Inspectorate

12:40 – 13:40 – Lunch break

Team Rynkeby

Team Rynkeby is a European charity cycling team. The Swedish Data Protection Forum proudly sponsors Team Rynkeby and its contribution to the Swedish Childhood Cancer Fund.

Block 4 – Enabling IT

13:40 - 14:00

Keynote: Demystifying the EU AI Act: Translating Legal Requirements Into Business Reality

This presentation examines the EU AI Act as a practical framework for enabling effective AI governance within organisations. The session explores how companies can map and classify their AI systems, assess risk levels, and navigate role-specific responsibilities across the AI value chain. It also looks at how transparency requirements can be embedded into system design, how risk and incident registers strengthen oversight and accountability, and how privacy and data protection can be integrated into AI decision-making – helping organisations build trustworthy, compliant AI systems that support innovation while protecting individuals.

- Speaker: **Petruta Pirvan**, Founder, EU Digital Partners AI Governance Specialist, E.ON

14:05 – 14:25

Keynote: Privacy Professionals as Forerunners of Change – How Do We Become Pioneers in the Rapidly Changing Digital Environment?

This session explores how privacy professionals can become effective leaders in an era of constant digital transformation. Gain an overview of the organisational changes driving the need for stronger change management, understand the principles behind leading change successfully, and take away practical tips for influencing stakeholders, embedding privacy into business transformation, and positioning privacy as a catalyst for innovation rather than simply a compliance function.

- Speaker: **Oona Matinpalo**, Senior management consultant and change manager, Unova Consulting AB

14:30 – 15:00

Panel discussion: IT vs US

Technology teams want to innovate. Organisations want to grow. Data protection teams have an important role to play. So why do tensions sometimes arise? Join our panel as we examine perceptions, challenge accepted wisdom and explore how organisations can turn competing demands into shared success.

- Speaker: **Anna Badaeva**, Data Protection Officer, Tonybet, **Viktorya Martirosyan**, Data Protection Specialist, Interpol, **Lucie Škopková**, Senior Privacy Analyst, Informa
- Moderator: **Liz Smith**, Senior Consultant and Public Affairs Manager, DataGuard

15:00 – 15:20 – Coffee break

15:20 – 15:40

Keynote: Change Ahead – Finally, a Proper Foundation for Accountability: GDPR Meets the Cyber Resilience Act

Boring. So boring! Not exactly pleasant bedtime reading, and certainly not something to wake you up in the morning. What are we talking about?

Technical documentation. And the GDPR's accountability principle. Hold on – is it really boring? For starters, accountability is absolutely crucial – a point emphasized by the CJEU. The goal is to ensure that processing of personal data proceeds as it should and that, ideally, nothing goes wrong. And if something does go wrong? That you react correctly right away to manage the risk for the data subjects and, also important, safeguard the company's reputation. Accountability entails compliance documentation and more. Until now, this has been difficult because hardware and software were often, to a significant extent, "black boxes" regarding data protection and security. But that is set to change. The Cyber Resilience Act is on the horizon, mandating "security by design" across the supply chain. Technical documentation plays a major role in this. This provides a foundation which enables real accountability. And then, all of a sudden... accountability doesn't have to be boring after all.

At the time of the conference, Marit Hansen is finishing her final term as State Data Protection Commissioner of Schleswig-Holstein.

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

15:45 – 16:05

Keynote: Privacy by Automation: How IT Enables Effective Retention and Deletion Programs

This session explores how IT can enable effective retention and deletion programs through process automation and governance. It will examine how organisations can transform retention and deletion from policy documents into repeatable, scalable business processes, while addressing common implementation challenges and organisational barriers. Drawing on practical experience, the session highlights how automation can strengthen privacy compliance, operational efficiency, and information governance.

- Speaker: **Majekodunmi Abayomi**, Privacy Counsel, Uniper

16:10 - 16:30

Keynote: The Hardest Privacy Problems Aren't Legal: Seven Lessons from Running Privacy at Scale

This keynote draws on real-world experience of building and operating privacy capabilities in a large organisation. Through seven practical lessons, the session explores how to make sound privacy decisions without creating bottlenecks, remain accountable in an environment shaped by AI, vendors, and distributed decision-making, and design governance and organisational structures that enable privacy to scale across countries, technologies, and business units.

- Speaker: **Heidi Mäkelä**, Vice President & Head of Legal Technology, Telia

16:35

Closing Remarks by the Chair of the Swedish Data Protection Forum

We close our two fully packed conference days with some reflections on our many exciting keynotes, panels and discussions.

- **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 2026

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



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KRITISKA SJUKDOMAR
2026



Swish number TEAM RYNKEBY: 1235 70 30 20

Speakers at Nordic Privacy Arena 2026



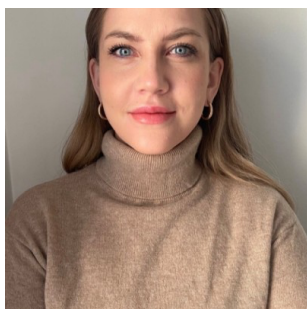
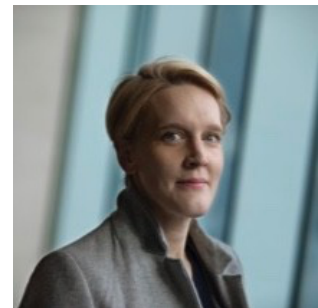
Anna Badaeva, *Data Protection Officer/ Security Expert, Tonybet*,

Building Privacy program from scratch; Creating privacy training programs that reflect the values and practices of industry; CIPP/E certificated DPO; Senior Privacy counsel; Experienced Lawyer with a demonstrated history of working in the information technology and services industry. Skilled in Negotiation, Public Procurement, Legal Research, Microsoft Office, and Legal Advice. Strong legal professional with a Master's degree focused in International Law and Legal Studies

from Riga Stradiņš University.

Anna Berlee, *Professor of Data Protection and Privacy Law at Open University (NL) & Chair of Dutch Privacy Association Vereniging Privacy Recht*

Anna Berlee is a full professor of data protection and privacy law at the Open Universiteit in The Netherlands. She is also the chair of the Vereniging Privacy Recht (the Privacy Law Association of The Netherlands).



Anna Hänninen, *Team Manager International Legal Matters, Finnish Office of the Data Protection Ombudsman*

Anna Hänninen works as Team Manager, International Legal Matters at the Finnish data protection authority. With extensive experience at the Ombudsman, she has gained key insights into the EU-level cooperation between data protection supervisory authorities.

Arman Borghem, *Regulatory and Compliance Advisor, Cleura*

Arman Borghem is a Regulatory and Compliance Advisor at the cloud infrastructure as a service-provider Cleura, a European alternative to US hyperscalers. His work focuses on digitally sovereign cloud services. He has a background at Sweden's National Procurement Services and the Swedish Tax Agency, working with procurement of software and cloud services, cloud strategy and related legal questions. He holds a Master of Laws from Stockholm University, where he focused on IT law and public procurement law.





Astor Nummelin Carlberg, *Director Open Source Sovereignty, SUSE*

Director of Open Source Sovereignty at SUSE, working at the intersection of open source, policy, and industry to build a resilient, sovereign digital future. Digital sovereignty requires an ecosystem of communities, integrators, and operators — not policy or any single vendor alone. I build the strategic partnerships needed to deploy sovereign infrastructure at scale. My background includes roles at the European Parliament and OpenForum Europe, where I designed multi-stakeholder initiatives like the EU Open Source Policy Summit. I specialize in translating between engineering, policy, and executive audiences to make sovereignty outcomes both technically sound and commercially viable.

Björn Lundell (Ph.D.), *Professor of Computer Science, University of Skövde*

Professor Lundell's research contributes to theory and practice in the software systems domain and addresses fundamental socio-technical challenges related to procurement, development, and use of software systems under different forms of IT-operations.



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

She has 25 years of experience in international data protection and has served as legal and strategic advisor to companies within e.g., IT, media, telecommunications, energy, finance and biotech and e-commerce. She has also served as Vice President Privacy at Klarna Bank for five years with a global responsibility for Klarna group's data privacy strategy, operations and compliance. She is involved in industry data protection advocacy efforts and working groups such as the ICC's Policy Commission for Digital Economy and the Swedish Bar Association Data Protection and Privacy task force.

Cathrine Abadji, *Head of Privacy Program Governance, Ericsson*

Cathrine Abadji heads up Ericsson's privacy program governance, turning regulatory requirements into practical, scalable solutions that work for the business. Solution-oriented by nature, she sees possibilities and progress where others see obstacles. With extensive experience managing privacy matters and leading privacy teams across different operating models, she builds frameworks, governance structures, and operational workflows that enable compliance, efficiency, and accountability.





David Suh, *Legal Counsel at IMY's Innovation Hub, Swedish Authority for Privacy Protection (IMY)*

David Suh is legal counsel at the Swedish data protection authority's innovation hub. His focus at the innovation hub is on finding and answering key legal questions, in particular in the age of AI, which can be of greater use to businesses, public authorities and society at large.

David Törngren, *Head of Department for Legal Services, Swedish Authority for Privacy Protection (IMY)*

David Törngren is Head of Department for Legal Services at the Swedish data protection authority. At Nordic Privacy Arena 2026, he will speak about differing interpretations of the term criminal offences, and how national legislation could be designed in view of the evolving need to process data on criminal offences.



Dijana Šinkūniene, *Director, Lithuanian State Data Protection Inspectorate*

Dijana Šinkūniene is an experienced lawyer with master's degree in law (Vilnius University, 2000). She started her career in data protection in 2001 and has 24 years of professional experience in the field. Dijana Šinkūniene has been appointed as a Director of the Lithuanian personal data protection supervisory authority for a five-year term since February 2023. She is also a member of the National

Cybersecurity Council. Dijana is a lecturer in Privacy, Security and Technology (Privacytech) and Personal Data Protection at Mykolas Romeris University (Vilnius, Lithuania) since 2021.

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

Eric Leijonram is the Director General of the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY), a role he assumed in October 2024. Previously, he served as Chief Legal Counsel at the Swedish Financial Supervisory Authority (Finansinspektionen). He has experience from judiciary, government ministries, and the correction system, and has led several government inquiries, among them the Biometric inquiry. He was recently appointed by the government to lead the governmental inquiry on background checks, while continuing his role as Director General.





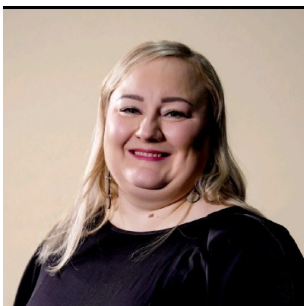
Erik Enocksson, *Security Coordinator, eSam*

Erik Enocksson is security coordinator at eSamverksansprogrammet (eSam), a Swedish government agency cooperation initiative within digitalisation. As security coordinator, Erik uses his extensive experience to get 40+ government agencies to collaborate on digital security matters. He was previously lead IT architect at Trafikverket, the Swedish Transport Administration.

Goled Raabi, *GDPRWarrior is the plaintiff in EU case C-199/24 against Lexbase and the Swedish state*

IT specialist with hands-on experience in Microsoft 365, endpoint management, Entra ID, and identity/access administration in enterprise Windows environments (1,000+ users), including Intune, Conditional Access, Active Directory, and Group Policy under Zero Trust principles, plus PowerShell and Linux administration. I've also deepened my knowledge of GDPR and data protection through academic study.

I thrive at the intersection of technology and regulation, turning data protection and governance requirements into practice. Open to roles in IT or privacy where technical skills are central.



Heidi Mäkelä, *Vice President & Head of Legal Technology, Telia*

Is Vice President, Head of Legal Technology at Telia, I work at the intersection of law, technology, and business transformation.

I support our Technology unit and collaborate across legal, business, technology, and group functions in areas such as AI, privacy, cybersecurity, product compliance, and whistleblowing.

My experience includes leading privacy legal workstreams in major acquisitions, divestments, carve-outs, and IT transformation projects. Today, I focus on AI governance, cybersecurity, privacy, digital regulation, and compliance, helping translate complex legal requirements into practical business solutions.

Heidi Wahl, *Senior Privacy Manager, Product Privacy Office, Ericsson*

Over 20 years in telecom with eight years in data protection and privacy. Background in Interaction Design, User Research and Product Management. Hands on, versatile and pragmatic - driven by curiosity and a knack for spotting innovation opportunities.





Helena Eriksvik, *Chief Privacy Officer, Ericsson*

I am a global privacy leader with extensive experience building and leading privacy governance in complex international organizations. My focus is on enabling responsible business growth by turning legal and regulatory requirements into practical, scalable, and business-aligned programs. As CPO for Ericsson I led the global privacy team responsible for our privacy framework to execute the privacy strategy. My leadership style is open, direct, and collaborative. I care deeply about building strong teams, creating clarity in complexity, and helping organizations move from policy to execution in a way that is both effective and scalable.

J. Trevor Hughes, *President, International Association of Privacy Professionals (IAPP)*

I am CEO and President of the International Association of Privacy Professionals, the professional home for privacy and AI governance with over 90,000 members. I have spoken at SXSW, TEDx, RSA, the Global Privacy Assembly, Mobile World Congress, and other privacy and technology events, and contribute to outlets including The New York Times, TechCrunch, Hard Fork, and WIRED. I've testified on privacy, digital policy, and technology before the U.S. House and Senate, the FTC, British Parliament, and the EU Parliament. As a thought leader on privacy and AI governance, I've contributed significantly to federal privacy legislation, the CAN-SPAM Act, state privacy laws, AI policy, and FTC regulations.



Joakim Söderberg, *Privacy Advisor, Secify*

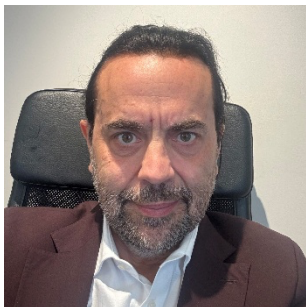
Throughout my career, I have worked with data protection law and human rights. Before the GDPR, I saw these as separate fields. Since the regulation came into force, I've had the good fortune to combine my favourite subjects under one umbrella, simply by becoming a data protection lawyer!

From my days as a theatre kid, I learned to say yes to new ideas and find ways to make them work. Data protection shouldn't stand in the way of innovation — but innovation shouldn't stand in the way of people's wellbeing either.

Jukka Lång, *Partner and Head of Innovation Powerhouse, Dittmar & Indrenius*

Jukka Lång is the leading Finnish lawyer in the field of data protection and privacy and a trusted strategic speaking partner and advisor for many innovative Finnish listed companies in all their business matters relating to data protection and cyber security. He advises clients in large-scale international data protection and data security compliance projects and provides strategic advice, for example, in projects relating to adaption of artificial intelligence, data transfers and connected devices.

He has also represented clients in ground-breaking data protection disputes in different Finnish courts, including the Supreme Administrative Court, and on the EU level in the Court of Justice of the European Union in Luxembourg.

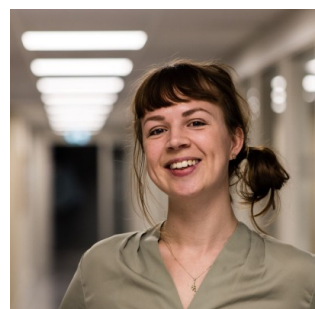


Karl-Fredrik Björklund, *Deputy Chair, Swedish Data Protection Forum and Partner, Hellström Advokatbyrå*

Karl-Fredrik has many years of experience working with data protection law and GDPR along with handling legal issues when data and information is handled by different organisations. Karl-Fredrik has a wide-ranging experience of working with complex contracts within the IT-sector including outsourcing and IT-system deliveries. He also handles commercial disputes in court and by arbitration regarding several areas of the law. Finally, Karl-Fredrik is working with labour law.

Kathinka Theodore Aakenes Vik, *Senior Advisor at Section for investigations, analysis and politics, Norwegian Datatilsynet*

Lawyer with a particular interest in how human rights hold up in the face of new digital technology. With broad work experience from both the private and public sectors, as well as civil society organizations, I thrive best in interdisciplinary collaboration. A bit too creative to be an assembly-line lawyer, and a bit too straight-laced to work in the arts.

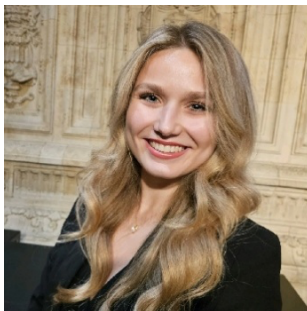


Lars Lindsköld, *President, European Federation for Medical Informatics*

Lars Lindsköld is President at the European Federation for Medical Informatics. He likes to build infrastructures for information sharing, understanding interoperability issues in healthcare, and has an interest in usage of machine learning and natural language processing for automatization of coding.

Liz Smith, Senior Consultant and Public Affairs Manager, DataGuard

Named Data Protection Officer of the Year at the 2025 PICCASO Privacy Awards. After a career in financial institutions spanning operations, training, and compliance, qualified as a Data Protection Practitioner in 2019 and has since built a career combining international speaking, conference contributions, and hands-on client work. As an ISO 9001 Lead Auditor, Liz believes compliance should never be a tick-box exercise – the best programs embed accountability, trust, and respect into how organizations operate. Works with international clients on regulation, compliance, and information security in a practical, business-focused way, driven by the belief that data protection is fundamentally about protecting people's rights and dignity.



Lucie Škopková, Senior Privacy Analyst, Informa

I am a Privacy professional interested in all things privacy and data protection. I am a fast and keen learner and aspire to implement effective data privacy governance and programmes. My strengths include attention to detail, research skills, communication and interpersonal skills, and flexibility. I am a very resourceful individual and always up for a challenge and facing any obstacle head-on.

Magnus Jelen, Lead Director of Incident Response EMEA, Coveware

I am a former intelligence officer specializing in national security, cyber resilience, and executive-level crisis leadership. I advise senior government, board, and C-suite decision-makers across Europe and the Middle East on high-pressure situations involving cyber extortion and hybrid threats.

I lead Coveware's activities across EMEA, guiding executives through major cyber crises and translating complex threat behavior into clear strategic choices for legal, operational, and political stakeholders.

I also serve on the RUSI Cyber Sanctions Taskforce and engage in UK and EU cyber policy development, connecting operational insight with policy and diplomacy.

My mission is to strengthen leadership readiness, governance, and national resilience against growing cyber threats.





Majekodunmi Abayomi, *Privacy Counsel, Uniper*

Privacy Counsel at Uniper with 8+ years of legal expertise in GDPR and global data privacy compliance, including privacy automation (OneTrust), drafting/negotiating privacy notices and DPAs, and shaping data retention policies to mitigate legal and contractual risk.

Also founder of the Foreign-Trained Lawyers Network, a social enterprise supporting internationally trained lawyers through mentoring and networking — reflecting a broader commitment to diversity and inclusion in the legal profession.

Manólis Nymark, *Chief Executive, Manólis Nymark Consulting*

Specialties: Information Governance, GDPR, Healthcare, Data Privacy, IT, Information Security, Law Enforcement, Crisis Management, Legal Adviser to the Swedish Armed Forces.



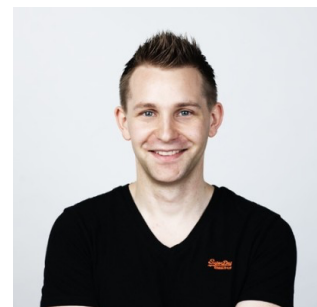
Marit Hansen, *State Data Protection Commissioner Land Schleswig-Holstein*

Dr. h.c. Marit Hansen has been the State Data Protection Commissioner of Land Schleswig-Holstein and Chief of Unabhängiges Landeszentrum für Datenschutz (ULD) since 2015. Before being appointed Data Protection Commissioner, she had been Deputy Commissioner for seven years. After graduating with a diploma degree in computer science in 1995, Marit has been working on privacy and security aspects. Her focus is on “data protection by design” and “data protection by default” from both the technical and the legal perspectives. She often gives talks and has been lecturing at various universities and academies.

Marit is member of ENISA’s Ad-Hoc Working Group on Data Protection Engineering. Her contribution to education and research on privacy-enhancing technologies has awarded her an honorary doctorate from Karlstad University.

Max Schrems, *Founder, noyb*

Lawyer, author and speaker. Working on privacy, data protection, GDPR, access to justice, collective redress and non-profit enforcement of fundamental rights. See noyb.eu and/or schre.ms for more details.



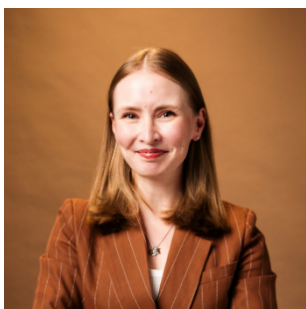


Michael Bahar, *Partner and Co-Lead of Global Cybersecurity and Data Privacy, Eversheds Sutherland*

Michael Bahar is a litigation attorney in Eversheds Sutherland's Washington DC office; the global co-head of the firm's Litigation Group; and the co-lead of the firm's global Cybersecurity and Data Privacy and Congressional Investigations practices. Leading a team of over 160 cybersecurity and data privacy lawyers across 35 countries, Michael provides highly-responsive, pragmatic and comprehensive cybersecurity and privacy advice to some of the world's largest companies. He has experience helping businesses across industries navigate the rapidly evolving threat, regulatory and litigation environments. His business-focused legal advice is designed to mitigate risk and maximize opportunities, especially for those looking to enter new markets, develop or adopt revolutionary technologies and products, monetize data and transfer data across borders.

Michael Hopp, *Partner & Attorney-at-Law, Hopp & Partners, Copenhagen*

Michael has been working and specialising in the field of data protection law since 2004 and has witnessed the transformation of data protection law from a lesser-known area to a fundamental area of regulation that now underpins nearly all activities of both businesses and public authorities. As a long-time leader of a large team at Hopp & Partners, he has built market-leading expertise in data protection law and its related areas – both theoretically and within a commercial framework.



Milla Keller, *Head of Tech & Regulatory Legal, Terveystalo*

Milla is one of the leading experts in Finland when it comes to understanding regulation in the digital age. She is currently working in the healthcare sector at Terveystalo as Head of Tech & Regulatory Legal, where she is responsible for legal issues related to privacy and data protection, AI and responsible use of data. Previously Milla has worked in the telco industry at Telia, and at an international law firm. Milla has written so far two books around the topics of privacy, AI and other tech-related regulations.

Nils G. Indahl, *Data Protection Officer, Church of Norway*

enable organisations to reach their potential in communication and IT, using privacy and data protection as management tools. Knowledge areas:

- GDPR, regulation and information security, internet governance
- Digitalisation (business models and intermediaries)
- Using AI in a legal and ethical way
- Strategic communication, branding and SEO (search engine optimisation)
- Digital journalism





Onur Korucu, *Non-Executive Director, DataRep*

Onur Korucu advises companies and academic institutions across EMEA and the US on data protection, cybersecurity, and AI governance, and holds shares in firms in these fields. She has held senior roles at KPMG, PwC, Grant Thornton, and Microsoft, and is a qualified engineer and lawyer with degrees from Cambridge and beyond. She lectures on cybersecurity and data protection at universities in Dublin, London, and Istanbul, and has authored a book and articles (including for Harvard Business Review) on data privacy and AI. Her honours include IAPP's Privacy Vanguard Award, Business Post's "Top 100 Most Powerful People in Tech in Ireland," and Cybersecurity Leader of the Year at the 2025 Women in Tech Global Awards.

Oona Matinpalo, *Senior management consultant and change manager, Unova Consulting AB*

Privacy enthusiast and Board Member in the IAPP Program Advisory Board is happy to network and connect with other professionals! I am keen on business development through digitalization and new technologies. In my opinion, organizations should pursue new ways of working and engaging in new technologies without compromising privacy. This includes AI and I am very keen on enabling business drive their AI programs without compromising their compliance nor ethics. Hence, building a Data, Privacy and AI governance model becomes key.



Petruta Pirvan, *Founder, EU Digital Partners AI Governance Specialist, E.ON*

Strategic legal executive with 18 years of experience shaping AI governance, data protection, and Europe's digital regulatory landscape. Known across the industry for expertise in the GDPR, AI Act, Digital Services Act, Data Act, with a track record of helping global technology companies such as Oracle, Accenture, and A.P. Moller-Maersk build regulatory-ready, operationally sound governance systems. Work focuses on turning complex regulatory obligations into clear, workable approaches.

Pille Lehis, *Director General, Estonian Data Protection Inspectorate*

Pille Lehis is the Director General of the Estonian Data Protection Inspectorate, leading the national authority since 2019. She represents Estonia in the European Data Protection Board and the Council of Europe's Convention 108 committee. With a background in litigation at the Estonian Tax and Customs Board, she brings strong legal and strategic expertise to data protection. Pille is a passionate advocate of Estonia's digital society and promotes internationally the idea that innovative digital services and strong data protection can go hand in hand.



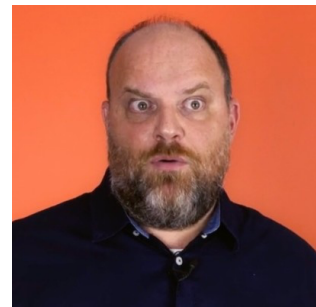


Riim Bchara, Privacy Counsel, SEB

Riim Bchara is a privacy counsel at SEB with prior experience from companies in payments and fintech. At Nordic Privacy Arena 2026, she will participate in a panel discussion on data subject access requests.

Tim Turner, Data Protection Consultant, 2040 Training

Tim Turner is an independent data protection and FOI trainer and consultant with 25 years' experience in the UK. He works with a wide range of public and private sector clients, as well as writing regularly about both DP and FOI issues. He is the author of two books published in 2026: the DPO Daily Challenge and the FOI Daily Challenge.



Viktorya Martirosyan, Data Protection Specialist, Interpol

Viktorya Martirosyan is a data protection specialist at Interpol, working with data protection challenges in an international environment with a wide range of stakeholders. At Nordic Privacy Arena 2026, she will participate in the panel "IT vs US", moderated by Elizabeth Smith, to explore how privacy and technology teams can build trust, strengthen collaboration and turn competing demands into shared success.

Ängla Pändel, Senior Associate tech, data protection and compliance, Mannheimer Swartling Advokatbyrå

Ängla Pändel is part of Mannheimer Swartling's Corporate Sustainability and Risk Management team and works at the office in Stockholm. Ängla specialises in data protection, privacy and freedom of expression. Ängla regularly advises clients across multiple industries in advances privacy related matters as well as in other areas within the scope of corporate sustainability, such as anti-corruption, data protection and digital compliance, as well as corporate crime and investigation. Ängla is also a lecturer in IT law at Stockholm University. Ängla is the chairman of the Swedish Institute of Law and Internet since 2017.

