

ePrivacy Directive:

Combining Modern Marketing & Privacy

8th February 2017

18:00 – 20:00 followed by a cocktail

European Parliament

Room A3E-2

Introduction: MEP Axel Voss

Keynote speaker:

Claire Bury, Deputy Director General, DG CNECT, European Commission

Presentation of the objective of the review of the ePrivacy Directive.

Panel I:

ePrivacy: the right balance between businesses & buyers

Both marketing practices and privacy concepts have evolved, supported by technological developments, changes in habits and perception. Marketing covers many channels to communicate with consumers, fostering economic growth and increasingly focusing on the importance of consumer trust and choice. Individual's perception of privacy also evolved, with new usages of technology and different expectations. This panel will look at the values of today's marketing, the economic contribution of the industry, but also its contribution to information society. The results of a study on consumer's perception towards privacy in major European markets will be presented and feed in the debate on finding the right balance between privacy and marketing within the ePrivacy Directive.

- **Wojciech Wiewiórowski**, Assistant EDPS
- **Diana Janssen**, Director General of DDMA, Co-Chair of FEDMA
- **Mr Harald Lemke**, Senior Vice President, Special Representative for E-Government and E-Justice, Deutsche Post DHL

Panel II:

The future of ePrivacy: Technological & ethical solutions

Consumer trust is the backbone of the modern legitimate marketing industry. This trust is only obtained and maintain through an ethical behaviour of the industry, by respecting the choice of the consumer, and by providing easy tools to express these choice. Technological and ethical examples will be presented during this panel, and will feed in the discussion on the many solutions, besides opt-in, to empower individual over their privacy.

- **Estelle Massé**, Senior Policy Analyst, Access Now
- **Judicael Phan**, Senior Counsel, Global Privacy at Criteo
- **Axel Tandberg**, Legal Affairs at SWEDMA

Conclusions: MEP Axel Voss

Cocktail