



# Privacy and the DSM: Making the Rules Work for All

**24 April 2018**

19:00 – 21:00 followed by a cocktail

**European Parliament**

Room ASP 3E2

**Introduction: MEP Axel Voss**

**Presentation:**

**Customer attitudes to Privacy in Europe and other countries**

**Chris Combemale, Group CEO of the DMA UK and Co-Chair of FEDMA**

**Panel I:**

**Privacy and online services: can users have it all?**

Most digital innovations and online business models rely on data to provide users with content and services. Europeans benefit from services in exchange for their data, and a growing number understands the value exchange their data can generate. Very few would consider paying money for services they have today. The ePrivacy Regulation aims at enhancing user's privacy but how can this be done without depriving users of enhanced services and their smooth online experience? The panel will explore avenues to ensure user's privacy while supporting the data driven economy.

**Speakers:**

- Ingvild Næss, *Group Privacy Officer, Schibsted Media Group*
- Martin Schmalzried, *Policy and advocacy Manager, Coface*
- Dr Sachiko Scheuing, *European Privacy Officer, Acxiom*



### Panel II:

## **Data driven industry & new legislative frameworks: the need for coherence**

Data is an essential resource for a growing European economy. Beyond the GDPR, data has become one of the most trending topics in the spotlight of EU digital agenda. GDPR implementation is closely followed by the proposal for the ePrivacy Regulation under discussion, the Digital Content Directive about to be adopted and the future New Deal for Consumers. The data-driven industry is facing a growing number of disconnected legislations. Panellists will focus on reaching coherence between pieces of the Digital Single Market, offering legal certainty for innovation and growth.

### **Speakers:**

- Romain Robert, *Legal officer, European Data Protection Supervisor*
- Joachim Fauth, *Legal Director, Reader's Digest*
- Juliette Boissinot-Valains, *VP Strategy, RTL Group*

**Conclusions: MEP Axel Voss**

## **Cocktail**