

**June 6 and 7, 2013
Irotama Resort
Santa Marta, Colombia***

Thursday June 6

7:00 – 8:00 Registration

8:00 – 8:30 **Welcome**

Opening Statements by the Superintendent of Industry and Commerce and the President of the Centre for Information Policy Leadership

- Pablo Felipe Robledo del Castillo (COLOMBIA) Superintendent of Industry and Trade
- Martin Abrams (USA) President. Centre for Information Policy Leadership

8:30 – 9:45 **Panel 1. Personal Information and the Domain for Data Protection**

This session will explore the dilemma of defining personal information. The traditional domain for data protection is personal data. Technology makes it possible to re-identify data that has been de-identified, making it personal data. However, defining personal data based on what is possible creates a very broad domain for data protection. In this session we will explore possible solutions.

Moderator:

- Gustavo Valbuena (COLOMBIA) Former Superintendent of Industry and Commerce

Speakers:

- Laura Juanes Micas (USA) Yahoo!
- Lina Gabriela Ornelas Nuñez (MEXICO) Law professor
- Jacobo Esquenazi. (USA) Hewlett Packard

9:45 – 10:00 **Coffee break**

10:00 – 11:15 **Panel No. 2. Review of the existing frameworks: the proposed EU regulation package, OECD guidelines update and modernization of Convention 108 of the Council of Europe**

Moderator:

- Antoni Bosch. (SPAIN) Director. General Institute of Audit & IT Technology

Speakers:

- Sophie Kwasny (FRANCE) Data Protection Unit. Human Rights and Rule of Law. Council of Europe
- Jesús Rubí (SPAIN) Deputy Director. Spanish Data Protection Agency
- Justin Weiss (USA) Yahoo!

11:15 – 12:45 Panel No. 3. Innovative supervising: a discussion of best practices by DPA's around the world.

This panel will focus on DPA's strategies for effective enforcement and the way in which creative structures and innovative supervision focus can render meaningful results

Moderator:

- Artemi Rallo (SPAIN) (Former director of the Spanish Data Protection Agency)

Speakers:

- Chantal Bernier. (CANADA). Assistant Privacy Commissioner. Office of the Privacy Commissioner of Canada
- FTC (USA)
- José Alejandro Bermúdez Durana (COLOMBIA) Deputy Superintendent for Data Protection. Superintendence of Industry and Commerce

12:45 – 14:00 Lunch

14:00 – 15:15 Panel No. 5. Accountability.

A discussion on the principle of accountability within self-regulation programs and binding corporate rules

Moderator:

- Carolina Pardo (COLOMBIA) Partner. Baker & McKenzie

Speakers:

- Paula Bruening. (USA) Vice

President Global Policy, Centre for Information Policy Leadership

- Scott Taylor. (USA) Chief Privacy Officer, Hewlett Packard – HP

15:15 – 15:30 Coffee break

15:30 – 17:00 Panel No. 5: Interoperability: the complexity of moving data through different systems and jurisdictions

Moving data through different jurisdictions proves burdensome for companies which find themselves trying to figure out how to meet contradicting or dissimilar data protection legislation. This panel will focus on how to approach “interoperability” based on acknowledgment of internationally accepted data protection principles

Speakers:

- Joshua Harris (USA) Associate Director in the Office of Technology and Electronic Commerce at the International Trade Administration. US Department of Commerce
- Federal Trade Commission FTC (USA)
- Anick Fortin-Cousens (USA) IBM's Privacy Officer for the Growth Markets

17:00 – 18:00 Panel No. 6. The Latin American perspective: shaping regulations around the region (and how to make them effective).

This panel promotes a discussion in policy shaping through the Latin American Region with a special emphasis on implementation of the law. Discussions should lead towards an interesting debate in obstacles found by the newly created Latin American DPA's and the ways in which they have focused their enforcement actions.

Moderator:

- Santiago Jaramillo (COLOMBIA) Partner. Gómez-Pinzón Zuleta

Speakers:

- Arlene Gonzalez (COSTA RICA) Data Protection Agency
- José Álvaro Quiroga (PERU) Ministry of Justice. Data Protection Direction
- Felipe Rotondo (URUGUAY) Head of the Data Protection Regulation and Control Unit
- Juan Carlos Forero. (COLOMBIA) Ex - Vice General Prosecutor of Colombia

19:30 – 22:00 Reception/Cocktail

Friday, June 7

8:00 – 9:30 **Panel No. 7. The value of information in an era of Big Data.**

Speakers:

- Martin Abrams (USA) President. Centre for Information Policy Leadership
- Pedro Less (ARGENTINA) Director of Public Policy and Government Affairs for Latin America. Google Inc.
- Camila Marilla (MEXICO) IBM

9:30 – 11:00 **Panel 8. Rethinking consent:**

The digital world and its practical implications have challenged the traditional understanding of consent as the quintessential prerequisite for personal data processing. In environments where consent is no longer meaningful, how should the rights of the individual be upheld

Moderator

- Nelson Remolina (COLOMBIA) Universidad de los Andes. Director GECTI

Speakers:

- Jules Cohen (USA) Online Privacy Director. Microsoft
- Hernán Correa (COLOMBIA) Assistant Justice. Colombian Constitutional Court
- Telefónica (SPAIN)

11:00 – 11:15 **Café**

11:15 – 12:30 **Panel 9. Mobile Computing and Accountability**

Moderator:

- Martin Abrams (USA) President. Centre for Information Policy Leadership

Speakers:

- Carlos Pablo Márquez Escobar. (COLOMBIA) Executive Director Colombian Communications Regulation Commission - CRC
- Pat Walsh (UK) Privacy Director. GSMA

12:30 – 13:00 Closing ceremony

- José Alejandro Bermúdez Durana (COLOMBIA) Deputy Superintendent for Data Protection. Superintendence of Industry and Commerce
- Martin Abrams (USA) President. Centre for Information Policy Leadership

- Draft agenda. Subject to changes.