



# DATA PROTECTION CONFERENCE

## BEYOND OPT IN AND OPT OUT



THOMSON REUTERS™

DATE: 17 JUNE 2014  
LOCATION: KUALA LUMPUR

Data protection is not solely a matter of Opt in and Opt out. It's inextricably linked with business operations, technology and marketplace development as well as daily life routines.

To help find the ideal approach, ALB, in association with the Data Protection Academy (DPA) and supported by key legal and privacy associations, is proud to present the inaugural **Data Protection Conference**, taking place on **June 17 2014** in **KL**.

This conference will venture beyond the strict legal interpretation of privacy legislations and will provide cross-border guidelines on robust data management mechanisms as well as international best practices from jurisdictions with long-standing data protection legacy in Asia-Pacific, North-America, South-America and the EU.

Legal and compliance managers, privacy experts and academics, CIOs and CTOs will take away valuable regulatory advice, while enjoying interactive roundtables with government as well as case studies on tackling compliance pitfalls in high-risk industries.

Accredited  
CPD Activity

**6**  
CPD POINTS

CPD Event Code:  
**T2/17062014/CCPTR/  
KL1453/6**



PROTECT

REUTERS/Christian Hartmann

### TOP GOVERNMENT & INDUSTRY EXPERTS FROM APAC, EUROPE & THE AMERICAS



Tuan Haji Abu Hassan Ismail  
Malaysian Personal Data Protection Commissioner, Jabatan Perlindungan Data Peribadi (JPDP)



Rob Borthwick  
Vice-President, Group Regulatory Affairs, Axiata



Sophie Kwasny  
Head of Data Protection Unit, Council of Europe, Strasbourg



John Galligan  
Regional Director, Government/Corporate Affairs, APAC & Japan, Microsoft



Hiroshi Miyashita  
Former Privacy Officer Cabinet Office of Japan Representative, Japan, Asia Pacific Privacy Authorities (APPA) (tbc)



Tan Tze Meng  
Head, Ecosystem Planning and Development, Digital Enablement Division, Multimedia Development Corporation (MDeC)



Malcolm Crompton  
Managing Director Integrity Solutions Pty Ltd, Former Privacy Commissioner, Australia



Dr. Ann Cavoukian  
Information and Privacy Commissioner, Ontario, Canada



Lily Khairi  
Head of Legal, Shell



Dr. Suresh Ramasamy  
Privacy Officer/Principal Strategist, DiGi Telecommunications



Thavakumar Kandiahpillai  
Vice-President, Legal Sapura Kencana Petroleum President, Malaysian Corporate Counsel Association (MCCA)



Pat Walshe  
Director of Privacy, GSM Association (GSMA)

### WHY YOU SHOULD ATTEND

- Get a detailed, global picture on the post sunrise regulatory period by senior government officials from the Asia-Pacific, North-America and Europe
- Meet top legal, compliance, privacy and technical experts and understand how data protection laws impact high-risk industries including telecommunications, IT, healthcare, finance and real estate
- Gain insight into the building blocks of a comprehensive data protection mechanism including data user registration, access request and cross-border data transfer
- Learn the do's and don'ts of optimal stakeholder management: company-customer, company-vendor and employee-employer contexts
- Grasp the importance of collaborating with a single privacy function versus incorporating data protection with legal and compliance groups
- Discover investment opportunities in the swiftly evolving data management and cloud computing market
- Incorporate data protection compliance in digital media: the development of mobile applications

**Register early for this event and save \$100!**

**Early bird discounts in place until 16 May –**

To book, please visit

[www.regonline.com/data\\_protection\\_kl](http://www.regonline.com/data_protection_kl)

Book 5 delegates and **save an additional 20%**.

For further information, please contact Trang at

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Chan Chuey Hwye  
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Dr. Suresh Ramasamy  
Privacy Officer/Principal Strategist, DiGi Telecommunications



Harry Jaila  
Head and Senior Legal Counsel, Prince Medical Court Centre



Amir Zharif Abdullah  
Legal Counsel, Shell



Foong Cheng Leong  
Chairman, KL Bar Information Technology Committee Co-Chairman, Ad-Hoc Committee on PDPA 2010, Malaysian Bar Council



Indirani Viknaraja  
Founder, K8 Data Protection Consultants



Revantha Sinnetamby  
Honorary Treasurer, Malaysian Corporate Counsel Association (MCCA)



Ainul Azlinda Binti Inon Shahrudin  
Senior Corporate Counsel, Telekom Malaysia



Surinta Abraham  
Legal Counsel, Malaysian Genomics Resource Centre Berhad



Noriswadi Ismail  
Co-Founder/Managing Consultant, Quotient Consulting Executive Director/Head of Data Protection Academy (DPA) Advisory Board, DPA LLP



Reza Razali  
Managing Director, Terato Tech



Amir Haghbin  
Advisor to the CEO's Office, Asian Cloud Computing Association



Dr. Sonny Zuhuda  
Assistant Professor, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia



Abu Bakar Munir  
Professor, Faculty of Law, Universiti Malaya



Dr. Norshidah Mohamed  
Associate Professor, Deputy Dean, International Business School, Universiti Teknologi Malaysia



Warren Leow  
Founder, Guru-App

Punitha Kandiah  
Head, Corporate Advisory/ Group Legal Policy, Commercial Banking & Corporate Functions, Maybank

Geraldine Kamalanathan  
Co-Head/ Director, Commercial Banking & Corporate Functions, Group Legal, Maybank

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### PROGRAM AGENDA

**8:15**  
**Registration and networking**

**9:00**  
**Chair's Opening Remarks**



**NORISWADI ISMAIL,**  
Co-Founder/Managing Consultant,  
**Quotient Consulting (QC),**  
Executive Director/Head of Data Protection Academy (DPA) Advisory Board,  
**DPA LLP**

**9:10**  
**Opening of conference by the Honourable Dato' Sri Ahmad Shabery Cheek, Minister of Multimedia & Communications Malaysia (invited)\***  
*\*Subject to further changes*

**9:20**  
**Keynote Address**



**TUAN HAJI ABU HASSAN ISMAIL**  
Malaysian Personal Data Protection Commissioner,  
**Jabatan Perlindungan Data Peribadi (JPDP)**

**9:40**  
Panel Session: **Data Protection Commissioners' perspectives on post sunrise period: Issues and challenges**  
*Jurisdictions and marketplace experience: Malaysia, Korea, Japan and Canada*

- Results of Malaysia's JPDP consultations: guidelines on registration and access, outreach and enforcement plans
- The Korean regulatory perspective: compliance pitfalls with privacy laws and dealing with new trends such as Big Data and the Right to be Forgotten
- Japan's case in streamlining a privacy mark and legal compliance system
- How Privacy by Design will help the South East Asia and Asia-Pacific data protection regime
- Future direction for the Commissioners and the overall marketplace: adopting a 360-degree data protection leadership

**10:40**  
**1-2-1 Data Protection Insights: Applying the Council of Europe's data protection modernisation best practices to non-European jurisdictions**

*Jurisdiction and marketplace experience: EU*  
Moderator: NORISWADI ISMAIL



**SOPHIE KWASNY**  
Head of Data Protection Unit,  
**Council of Europe, Strasbourg**

**11:00**  
**Refreshment Break**

**11:15**  
Panel Session: **Roundtable discussion with Data Protection Experts**  
*Jurisdictions and marketplace experience: US, EU and APAC (Malaysia)*

- Comparative analysis of the data protection laws in Asia and 'bad practices' to avoid
- Implications of cloud computing for data protection in business
- How can corporations minimise conflict with other sector-specific legislations?
- What are the effects of cross border data protection enforcement on business?
- Data transfer from Asia to Europe and to data havens: various approaches of data interoperability. Which one to choose and why?
- Relationship management with the Data Protection Commissioner and sector specific regulators

**12:15**  
**Privacy Governance Q&A (Recorded Video)**  
*Jurisdiction and marketplace experience: APAC (Australia)*



**MALCOLM CROMPTON**  
Managing Director  
**'Information Integrity Solutions Pty Ltd, Former Privacy Commissioner, Australia**

**12:30**  
**Networking Luncheon**

**13:10**  
Panel Session: **Opt in and opt out: Different principles, different approaches?**  
*Jurisdictions and marketplace experience: EU and APAC*

- Sector specific approaches for opt in and opt out
- Streamlining consent from the user as well as business perspectives
- Evaluating the advantages and disadvantages of blanket consent, periodic consent and one-off consent
- Strict legal interpretation, best practices and self-regulation – strictly consent-based or tailor-made mechanisms?
- Global approaches in opt in and out: lessons and best practices from the EU and Asia-Pacific regimes
- Assessing the viability of using technology as a platform to opt in and opt out

**14:10**  
**1-2-1 data protection insights: Data Centre and the cloud industry**  
*Marketplace experience: Malaysia and ASEAN (in general)*

Moderator: NORISWADI ISMAIL

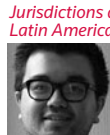


**TAN TZE MENG**  
Head, Ecosystem Planning and Development Department, Digital Enablement Division,  
**Multimedia Development Corporation (MDeC)**



**CHAN CHUEY HWYE**  
Manager, Ecosystem Planning and Development Department, Digital Enablement Division,  
**MDeC**

**14:30**  
**Latin America and Caribbean data protection developments and the lessons for Asia (Recorded Video)**  
*Jurisdictions and marketplace experience: Latin America and the Caribbean*



**ALEX BRYANT**  
CIPP/E, Privacy Analyst, Asia-Pacific, Latin America & Caribbean  
**DataGuidance**

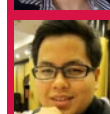
**14:50**  
Panel Session: **Building a world-class data protection team: Too ambitious or too soon for Asia?**  
*Jurisdictions and marketplace experience: US, EU, APAC, ASEAN and Middle East*

- Reskilling talents to master data protection – one off or recurring exercise?
- The importance of training the trainer and coaching professional advisers
- Best practices in strategising and managing data protection teams: comparing in-house versus external professional advisers, planned versus real-time set-ups
- Practical methods to get certified and streamline continuous training

**15:30**  
**1-2-1 data protection insights: Operationalising Personal Data Protection Act (PDPA) 2010: Shell's experience in implementing internal privacy policies**  
*Marketplace experience: Malaysia*  
Moderator: NORISWADI ISMAIL



**LILY KHAIRI**  
Head of Legal,  
**Shell**



**AMIR ZHARIF ABDULLAH**  
Legal Counsel,  
**Shell**

**15:50**  
**Refreshment Break**

**16:15**  
Panel Session: **The "Appification" of society – the dominance of mobile and tablet applications and the implications for data protection**  
*Jurisdictions and marketplace experience: UK, EU, Malaysia and the US*

- What have developers overlooked in data protection issues for mobile apps?
- The consumers and users' experience in managing data protection in the virtual world
- Selected approaches to Privacy Impact Assessment in the development stage of apps

- Mitigating potential data security breach risks: the apps in context
- Guidance for developers, consumers, users and business
- Reconciling digital economy initiatives (eg. Digital Malaysia) with data privacy laws

**16:45**  
Panel Session: **Managing data protection in employer-employee context and in the workplace**  
*Jurisdictions and marketplace experience: Malaysia and best practices from other leading jurisdictions*

- Conducting Privacy Impact Assessment on the flow of information between employers and employees
- Should companies incorporate data protection clauses in their Human Resource policy?
- Data access best practices in the employment context
- A close look at data retention and deletion of employees' data
- Policies versus execution: Issues and directions
- Pros and cons of implementing a Code of Practice, a Guidance, Regulations or Orders

**17:15**  
**Chair's Closing Remarks**

**17:30**  
**End of the Data Protection Conference**

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