

Centre for Information Policy Leadership, TRUSTe, The Information Accountability Foundation &  
Information Integrity Solutions Joint APEC Workshop

## **BUILDING A DEPENDABLE FRAMEWORK FOR PRIVACY, INNOVATION AND CROSS-BORDER DATA FLOWS IN THE ASIA-PACIFIC REGION**

Novotel Lima  
Av. Víctor Andrés Belaúnde 198  
San Isidro, Lima- Perú

22 February 2016

### **WORKSHOP AGENDA (DRAFT)**

10:30 **Registration and Refreshments**

09:00 **A Pre-Workshop Tutorial on Cross-Border Privacy Rules (CBPR)  
and Privacy Recognition for Processors (PRP) Basics**

This session will provide an introduction to the APEC CBPR and PRP system. Experienced stakeholders will explain what it is, how it works, how APEC economies can join, how companies can certify, and what is required to become an APEC-recognized “Accountability Agent”.

- ❖ Anick Fortin-Cousens, Programme Director, Corporate Privacy Office and Privacy Officer for Canada, Latin America, Middle East and Africa, IBM
- ❖ Markus Heyder, Vice President and Senior Policy Counselor, CIPL
- ❖ Josh Harris, TRUSTe

12:00 **Registration and Lunch Break**

13:00 **Welcome and Scene Setting**

- ❖ Markus Heyder, Vice President and Senior Policy Counselor, CIPL
- ❖ Josh Harris, TRUSTe

13:40 **Session I: Promoting Privacy Protection and the Modern  
Information Economy through Accountability-based Information  
Management Programs**

This session will consider the APEC Privacy Framework as a foundation for information governance based on organizational accountability. The panelists will discuss how this approach can facilitate compliance and effective privacy protections while enabling innovation, including in the context of big data and the Internet of Things. Panelists will also outline the core elements of this approach and the essential role of third-party certifiers (Accountability Agents) in maintaining accountability programs. This panel is designed to provide broader context for the subsequent “deep-dive” into the APEC Cross-Border Privacy Rules system in the following sessions.



❖ **Moderator: Martin Abrams, Executive Director, Information Accountability Foundation**

- ❖ Joseph Alhadeff, Vice President for Global Public Policy and Chief Privacy Officer, Oracle
- ❖ EU Article 29 representative (TBC)
- ❖ Andrew Reiskind, MasterCard
- ❖ Huey Tan, Apple (TBC)

14:35

**Session II: CBPR Deep-dive—Three short sessions on key issues and next steps.**

*(1) APEC Accountability Agents – developing scalable CBPR certification Programs and effective Accountability Agent cooperation to benefit consumers and businesses. (25 minutes)*

❖ **Moderator:**

- ❖ Jose Alejandro Bermudez, Managing Director, Latin America, Nymity and former Colombian Superintendent for Data Protection
- ❖ Josh Harris, TRUSTe

15:00

**Break and Refreshments**

15:20

**Session II: CBPR Deep-dive—Three short sessions on key issues and next steps (continued).**

*(2) Implementing the APEC CBPR across the Asia-Pacific Region – a status report from the governments and next steps (35 minutes)*

- ❖ **Moderator:** Annelies Moens, Head of Sales and Operations, Information Integrity Solutions Pty Ltd
- ❖ Ted Dean, Deputy Assistant Secretary for Services, U.S. Department of Commerce, International Trade Administration
- ❖ Government official from Mexico, Japan and/or Hong Kong Privacy Commissioner (TBC)
- ❖ Daniele Chatelois, Canada

*(3) Towards Global Interoperability – Linking the EU Binding Corporate Rules and other Accountability Programs to the CBPR (25 minutes)*

- ❖ **Moderator:** Hilary Wandall, Merck
- ❖ Article 29 representative (TBC)
- ❖ Caitlin Fennessy, Department of Commerce
- ❖ Anick Fortin-Cousins, IBM

16:20

**Session III: “More Companies will begin to seek CBPR-certification when Privacy Enforcement Authorities Affirmatively Support the CBPR.” Discuss.**

In this session, representatives from APEC government and privacy authorities and from companies will engage in a dialogue about the value of



the CBPR from their perspectives. Company representatives will explain why companies join the CBPR and why they should get credit for it. Enforcement and government authorities will provide their view on the issue of incentives for companies to join.

- ❖ **Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL**
- ❖ Melinda Claybaugh, Counsel for International Consumer Protection, Office of International Affairs, Federal Trade Commission
- ❖ METI, Japan (TBC)
- ❖ INAI, Mexico (TBC)
- ❖ Personal Data Protection Commissioner, Singapore (TBC)
- ❖ Ben Gerber, DSB (TBC)
- ❖ Jon Avila, Walmart (TBC)
- ❖ Jacobo Esquenazi, HP Inc. (TBC)

17:20

#### **Session IV: Choice, Consent, Purpose Specification and Collection Limitation – Is the APEC Privacy Framework Ready for Big Data?**

In this session, panelists will explore whether and how the APEC privacy principles and the CBPR program requirements are sufficiently flexible to meet the new challenges of big data analytics, the Internet of Things, and other features of the data-driven society and economy.

- ❖ **Moderator: Markus Heyder, Vice President and Senior Policy Counselor, CIPL**
- ❖ Martin Abrams, Executive Director, Information Accountability Foundation
- ❖ Blair Stewart, Assistant Commissioner, Office of the Privacy Commissioner, New Zealand
- ❖ Scott Taylor, HP Enterprise

18:05

- Concluding Remarks**
- ❖ Annelies Moens, IIS