



Data Protection 2016 Update

Friday 30 September 2016, 30 Euston Square
@DMA_UK #dma

9.00am – 9.30am Registration & breakfast

9.30am **Welcome**

Chris Combemale, CEO, DMA Group

9.40am **The ICO view: looking at the future of data protection in the UK**

Iain Bourne, Group Manager (Policy Delivery), ICO

10.10am **Unified decentralisation & the future of a consumer-led data economy**

Nicholas Oliver, Founder, people.io

10.40am **Break**

10.55am **Session changeover**

11.05am **Breakouts**

Isn't it time for a Gorilla? Why the world's most powerful B2B brands are increasingly behaving like consumer brands

Fraser Hynes, Research Director, Millward Brown

OR

Ask the experts: Everything you need to know about Consent & Legitimate Interest

- Nina Barakzai, Group Head of Data Protection & Privacy, Sky
- John Mitchison, Head of Preference Services, Compliance & Legal, DMA
- Zoe Rowland, Senior Data Compliance Manager, Cancer Research
- Valerie Taylor, Consultant, Privacy Laws & Business

Sponsored by



11.35am **Session changeover**

11.40am **Breakouts**

Data management to support GDPR

Paul Malyon, Data Strategy Manager, Experian Data Quality

OR

Ask the experts: Last Brexit - what does leaving Europe mean for marketers?

- Gilbert Hill, Managing Director, Governor Technology
- Julia Porter, Board Director & Chair, DMA Group
- Amanda Arthur, Head of Data & Analytics, Proximity London
- Russell Parsons, Editor, Marketing Week

12.10pm **Session changeover**

12.15pm **Breakouts**

GDPR – A practical approval to compliance

Fedelma Good, Director, Information Policy & Business Controls, Barclays

OR

Ask the experts: Everything you need to know about Profiling

- Clare Knight, Head of Data Protection, L’Oreal
- Simon Blanchard, Senior Associate, Opt-4
- Skip Fidura, Client Services Director, dotmailer

12.45pm **Session changeover**

12.55pm **Keynote**

Steve Wright, Chief Privacy Officer, John Lewis

1.35pm **Closing comments**

Chris Combemale, CEO, DMA Group

1.45pm – 2.30pm **Lunch & networking**