



Data Protection 2017 – next steps

Friday 29 September, 30 Euston Square

@DMA_UK #dma

- 9.00am **Registration and breakfast**
- 9.30am **Welcome**
Chris Combemale, CEO, DMA Group
- 9.40am **GDPR: an opportunity for business transformation**
Fedelma Good, director, information strategy and governance, Barclays
- 10.10am **Break**
- 10.20am ***Making GDPR consent work for your brand***
Rosemary Smith, director, Opt-4
- Profiling***
Estelle Dehon, barrister, Cornerstone Barristers
- 11.05am ***Accountability – the ‘forgotten principle’***
Duncan Smith, director, iCompli
- How to use Legitimate interests legitimately***
Sacha Wilson, senior associate, Bristows
- 11.50am **Break**
- 12.00pm **The GDPR is an Elephant...**
Richard Merrygold, director of group data protection, Homeserve
- 12.30pm **Panel discussion: Preparing for the GDPR – moderated by Skip Fidura, Chair of the DMA Responsible Marketing Committee**
Liz Curry, business planning and processes manager, Comic Relief
Claire Tusler, data strategy partner, Proximity London
Jonathan Hughes, head of group enterprise security, Vodafone
Stuart Lacey, founder and CEO, Trunomi
Rebecca Turner, head of privacy and compliance, Trainline
- 1.00pm **Closing comments**
Chris Combemale, CEO, DMA Group
- 1.10pm **Networking lunch**