

“6 months of GDPR – where are we now?”

27th November 2018

Devon Suite, Grand Connaught Rooms, 61-65 Great Queen St. London WC2B 5DA

After all the hype - find out what it really means

The GDPR and the recently amended PECR (Privacy and Electronic Communications Regulations) affects every area of our lives from social issues such as health and welfare through such details as how schools deal with their data on pupils (and parents) and how employers store data on their employees.

Although we will highlight any significant concerns relating to these important areas, the primary focus for the day will be the activities of **marketing** and **research**.

<u>Time</u>	<u>Activity</u>	<u>Person(s)</u>
9.00 am	Registration - Coffee and biscuits Networking	
9.50 am	Welcome Introduction	Tony Dent Chairman
10.00 am	<u>Session 1 – Review of the last 6 months</u> <i>“Some Key legal cases”</i> Keynote Introduction describing the impact the law is having <i>“So what else is new?”</i> Examples of some unintended consequences of the legislation.	Michael Mylne Barrister and MD of ilisi Allan Shaw Business Development Director, CMR Group
11.00am	Coffee	
11.20 am	<u>Session 2 – A reminder of the rules</u> <i>“The role of the Data Protection Officer”</i> Controller or Processor? You need to know! <i>“Keeping the data safe”</i> The ICO always penalises data security breaches <i>“Life after GDPR: what’s next for advertising?”</i> Wendy explains the consequences to the world of digital advertising and the role social media	Adam Williams Managing Director, DBS Data Gary Brandon Commercial Director, DBS Data Wendy Allen Planet Coms Ltd.
12.30 pm	Lunch & Networking	

Afternoon Programme

2.00 pm	<p><u>Session 3 – Implications for Market Research</u></p> <p><i>“Keynote Introduction”</i> Adam warns of the effects of the dominance of a limited number of big data suppliers</p> <p><i>“Plus ca change plus c’est le meme chose”</i> Explaining how ESOMAR is engaging with the commission to renew the code of conduct post GDPR</p>	<p>Adam Philips Managing Director, Real Research</p> <p>Mike Cooke Chairman, ESOMAR Legal Affairs Committee</p>
2.45 pm	<p><u>Session 4 – Engaging the data subject</u></p> <p><i>“Trust me, I’m a researcher”</i> Will GDPR provide an opportunity to renew confidence in MR?</p> <p><i>“The sovereign data subject.”</i> Explores some of the potential advantages in placing the data subject (aka respondent) in control of their data</p>	<p>Ben Leet Chief Customer Officer, Delineate Agency</p> <p>Iain Mackay Director, X-MR Ltd</p>
3.30pm	Tea Break	
3.50 pm	<p><u>Session 5 - Open Forum</u></p> <p>This is the chance to put your questions to the panel and to join the debate.</p>	Speakers & All
4.40 pm	Close	