

www.pwc.ch/gdpr-event

Data Protection: GDPR and Digitalisation

Tuesday, 21 November 2017
Renaissance Zurich Tower Hotel,
Turbinenstrasse 20, 8005 Zurich



pwc

Data Protection: GDPR and Digitalisation

Dear Sir or Madam

Digital technologies are changing industries, companies increasingly gather and manage large amounts of personal data to conduct business and to tailor their services to the needs of their customers. Currently, this data is a precious advantage, but more and more it comes with responsibilities and substantial risk.

Data protection is not just IT-Security, the General Data Protection Regulation of the EU (“GDPR”) is not just another regulation. Considered by many as a milestone in privacy regulation, the GDPR opens a new chapter on data protection. The regulation aims at empowering individuals with regard to controlling the use of their personal data and at harmonising the patchwork of national data legislation across EU to lay the foundation for a thriving digital single market.

GDPR requires your business to get full control over your processed personal data and your data flows. It challenges your internal organisation, processes and systems and also innovative ideas or services. Without appropriate GDPR compliance, you might lose benefits to be trusted within your market and your digitalisation strategies become harder to implement in the future.

The event takes place six month before GDPR will be applicable. Affected companies should not underestimate the deadline: Will you be ready?

We are very pleased to invite you or a representative of your company to our event, “Data Protection: GDPR and Digitalisation”, on Tuesday morning, 21 November 2017.

PwC will share its latest experience and address implementation challenges around GDPR and digitalisation. As the core of the event, recognised experts will present ‘GDPR-in-practice’-related topics and innovative ideas as food for thought. During the event there will be several opportunities for you to enter into direct discussions with our speakers as well as PwC representatives.

We are looking forward to an interesting and successful event with you and invite you to stay for the lunch after the presentations and the final discussion.

Susanne Hofmann
Director
Legal Compliance
Leader Switzerland

Nicolas Vernaz
Director
Data Protection and
Regulatory Compliance
Leader

Björn Sieger
Senior Manager
System and Process Assurance,
Attorney at law

Agenda

8:00 – 8:30 Registration and welcome coffee

8:30 – 8:40 Event opening

8:40 – 9:10 “Web tracking: industrial practice and data protection”

- What is web tracking?
- Data protection: definitions and basic principles
- Tracking and data protection
- Future outlook: revision of the Federal Act on Data Protection (FADP)

Prof. Dr. Simon Schlauri, Lawyer, Ronzani Schlauri Attorneys

9:10 – 9:40 “Transformation into a digital world”

- What does digitalisation and transformation mean?
- Examples of digitalisation in different industries
- Controls and data privacy in a digital world

Björn Sieger & Marco Schurtenberger, PwC

9:40 – 10:00 Coffee break

Complimentary coffee, refreshments and networking

10:00 – 10:30 “Future trends of digitalisation in the context of data protection”

- Blockchain
- Internet of Things (IoT)
- Mobile Health (mHealth)

Lukas Bühlmann, LL.M., Lawyer, Meyerlustenberger Lachenal Ltd. (MLL)

10:30 – 11:00 “The need for a data inventory with GDPR”

- The good understanding of your data, a key milestone in your GDPR journey

Nicolas Vernaz, PwC

11:00 – 11:30 “Data protection and ICT – conflicting areas?”

- Conflicts between the regulatory requirements and practical implementation
- Compliance and data protection in ICT
- Opportunities and added value?

Christoph Jörg, Data Protection Officer BKW Energie AG

11:30 – 11:50 Panel-discussion

With our experts

11:50 – 12:00 Closing remarks

12:00 – 14:00 Buffet lunch

14.00 End of event

We look forward to having you with us

Date

Tuesday 21 November 2017

Time

8:00 to approximately 14:00, including lunch

Place

Renaissance Zurich Tower Hotel, Turbinenstrasse 20, 8005 Zurich

Arrival

The Renaissance Zurich Tower Hotel is located in the heart of Downtown Zurich West (next to the train station Zurich Hardbrücke). Guests can easily access the hotel on foot.

Parking

The hotel is easily accessible by car. You can use the Car Parks.

Participation fee

CHF 300 (incl. 8% VAT, event documents and lunch)

Number of participants

The number of participants is limited. We will confirm your participation upon registration.

Registration

Please register online via www.pwc.ch/event-gdpr.

Your Contacts

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