

Workshop on Economic Benefits of PETs

Brussels, 12 November 2009

http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm

Venue: Hotel Crowne Plaza Loi
SCHUMAN room
Rue de la Loi/Wetstraat 107
1040 Brussels



EUROPEAN COMMISSION
DG Justice, Freedom and Security



Workshop on Economic Benefits of PETs

09.00 - 10.00

Registration

10.00 - 10.30

Opening session

- **Promoting data protection through PETs**
Marie-Hélène Boulanger, DG JLS,
European Commission
 - **Privacy enhancing technologies in the ICT research programme**
Wout van Wijk, DG INFSO, European Commission
- 10.30 - 11.40
- ### Presentation of the interim report of the study: "Economic Benefits of PETs"
- **Why PETs? Stakeholder views and economic considerations**
Gavan Conlon, Divisional Director, London Economics
Moritz Godel, Economic Consultant, London Economics
 - **Questions and Answers**

11.40 - 12.00

Coffee break

12.00 - 13.00

I. Panel

**Moderator Niovi Ringou, DG JLS,
European Commission**

- **Why the adoption of PETs takes so much time?**
John Borking, Director, Borking Consultancy
- **The Business Case for Investing in Proactive Privacy Protection – the UK experience**
Jonathan Bamford, Assistant Commissioner Director of Data Protection Development, UK Information Commissioner's Office
- **Application of PETs and experiences in Hungary**
Katalyn Egri, Head of Department of International Affairs, Hungarian Data Protection Authority

• Discussion

13.00 - 14.30

Buffet Lunch

14.30 - 15.45

II. Panel

**Moderator Hana Pecháčková, DG JLS,
European Commission**

- **Lessons for Future PETs Standards: Looking Back at P3P 10 Years On**
Ari Schwartz, Vice President and Chief Operating Officer, Center for Democracy and Technology
- **Embedding data privacy into corporate DNA: from PIAs to Pets**
Bojana Bellamy, Director of Data Privacy, Accenture

- **A reflexion on the labellisation of biometric products**

Carole Pellegrino, Public Affairs Manager,
SAGEM Securite

• Discussion

15.45 - 16.15

Coffee break

16.15 - 17.15

III. Panel

**Moderator Hana Pecháčková, DG JLS,
European Commission**

- **Integrating Privacy Enhancing features – beneficial to all**
Jonathan Weeks, Deputy Director of Legal Affairs,
Intel EMEA Headquarters
- **The regulator's role with PETs**
Yoram Hacohen, Head of the Law, Information and Technology Authority of Israel (ILITA)
- **Without PETs Democracy and Markets won't work**
Stephan J. Engberg, Priway – Security in Context

• Discussion

17.15 - 17.30

Closing Remarks

European Commission / London Economics

