

# Workshop on Economic Benefits of PETs

Brussels, 12 November 2009

[http://ec.europa.eu/justice\\_home/fsj/privacy/index\\_en.htm](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

