

**The Ins and Outs of the APEC Cross-Border Privacy Rules (CBPR) and their Role in  
Enabling Legal Compliance and International Data Transfers –  
A Workshop for Controllers, Processors and Regulators in the Asia-Pacific Region**

Hong Kong Function Room, Marco Polo Plaza  
Cebu Veterans Drive, Novel Hills, Apas  
Cebu City 6000, Philippines  
Saturday, 29 August 2015

**Agenda**

14:30      **Registration and Refreshments**

15:00      **Welcome and Scene Setting**

❖ *Markus Heyder, Vice President & Senior Policy Counselor, Centre for Information Policy Leadership*

15:10      **Topic I – CBPR Basics – What They Are and How They Work**

*This session will provide a basic introduction into the CBPR system, its corollary for personal information processors – the APEC Privacy Recognition for Processors (PRP – and the work that is being done on “dual certification” under the CBPR and EU Binding Corporate Rules. After brief introductions by the discussion leaders, the participants will respond to questions from the participants.*

**Discussion Leaders:**

- ❖ *Josh Harris, Director of Policy, TRUSTe*
- ❖ *Joseph Alhadeff, Vice President for Global Public Policy and Chief Privacy Officer, Oracle*
- ❖ *Danièle Chatelois, Chair, APEC Data Privacy Subgroup*
- ❖ *Colin Minihan, Principal Legal Officer, Attorney-General’s Department, Australia*
- ❖ *Ted Dean, Deputy Assistant Secretary for Services, U.S. Department of Commerce, International Trade Administration*

16:10      **Break and Refreshments**

16:25      **Topic II – A Perspective from CBPR-Certified Companies – Why They Joined and Why Others Should Join**

*During this session, representatives from CBPR-certified companies will explain their organizations’ rationale for joining the CBPR system and walk the participants through the process of joining. Much of the session will be devoted to answering practical questions from the audience.*

**Discussion Leaders:**

- ❖ *Hilary Wandall, Associate Vice President, Compliance and Chief Privacy Officer, Merck & Co., Inc.*
- ❖ *Anick Fortin-Cousens, Program Director, Corporate Privacy Office & Privacy Officer for Canada, Latin America, Middle East and Africa, IBM*
- ❖ *Huey Tan, Senior Privacy Counsel, Apple Asia*
- ❖ *Annelies Moens, Head of Sales and Operations, Information Integrity Solutions Pty Ltd*

17:25

**Topic III – A Perspective from the Regulators – How Will CBPR Certification Help Your Organization in an Investigation and Enforcement Context**

*During this session, regulators will discuss how joining the CBPR will assist organizations in complying with domestic laws and help them to respond more effectively to a government enforcement investigation.*

***Discussion Leaders:***

- ❖ *Melinda Claybaugh, Counsel for International Consumer Protection, Office of International Affairs, Federal Trade Commission*
- ❖ *Peder Magee, Senior Attorney, Division of Privacy and Identity Protection, Federal Trade Commission*
- ❖ *Emi Maeda, Consumer Affairs Agency, Japan*

18:30

**End of Workshop**