

**June 6 and 7
Irotama Resort
Santa Marta, Colombia**

Thursday June 6

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| 7:30 | Registration | |
| 8:30 | Welcome | <ul style="list-style-type: none"> Mr. Pablo Felipe Robledo del Castillo (COLOMBIA) Superintendente de Industria y Comercio Mr. Sergio Diaz-Granados (COLOMBIA) Ministro de Comercio, Industria y Turismo Mr. Martin Abrams (USA) Centre for Information Policy Leadership |
| 9:00 – 9:45 | Conference No. 1. The new Data Protection System in Colombia. Reflections on the application of Law 1581 of 2012 and its regulations | <ul style="list-style-type: none"> Mr. José Alejandro Bermúdez (COLOMBIA) Deputy Superintendent for Data Protection |
| 9:45 – 10:45 | Panel 1. The Latin American perspective: shaping regulations around the region (and how to make them effective). | <p>Moderator:</p> <ul style="list-style-type: none"> Mr. Santiago Jaramillo (COLOMBIA) Partner. Gómez-Pinzón Zuleta <p>Speakers:</p> <ul style="list-style-type: none"> Ms. Arlene Gonzalez (COSTA RICA) Agencia de Protección de Datos Mr. Álvaro Quiroga (PERU) Ministry of Justice. Data Protection Direction Mr. Felipe Rotondo (URUGUAY) Unidad Reguladora y de Control de Datos Personales <p>This panel promotes a discussion in policy shaping through the Latin American Region with a special emphasis on implementation of the law. Discussions should lead towards an interesting debate in obstacles found by the newly created Latin American DPA's and the ways in which they have focused their enforcement actions.</p> |
| 10:45 – 11:00 | Coffee break | |
| 11:00 – 12:30 | Panel No. 2. Innovative supervising: a discussion of best practices by DPA's | <p>Moderator:</p> |

around the world.

This panel will focus on DPA's strategies for effective enforcement and the way in which creative structures and on how different and innovative supervision focus can render meaningful results

- Mr. Artemi Rallo (SPAIN) (Former director of the Spanish Data Protection Agency)

Speakers:

- Ms. Chantal Bernier. (CANADA). Office of the Privacy Commissioner of Canada
- FTC (USA)
- Mr. Wojciech Rafał Wiewiórowski, (POLAND) Polish Inspector General for the Protection of Personal Data
- Ms. Isabelle Falque-Pierrotin (FRANCE) CNIL

12:30 – Lunch
14:00

14:00 – Panel No. 3. The proposed Europe
15:30 Regulation

The EU is advancing fast in its proposed set of regulations and new directive. This conference will cover the main issues set forth by the proposed regulations and its impact on EU countries and its trading partners

Moderator:

- Ms. Carolina Pardo (COLOMBIA) Partner Baker & McKenzie

Speakers:

- Mr. Giovanni Buttarelli (BRUSSELS) EDPS
- Mr. Jesús Rubí (SPAIN) Agencia Española de Protección de Datos
- Ms. Laura Juanes Micas (USA) Yahoo!

15:30 – Conference No. 2. Accountability.
16:15

The principle of accountability within self-regulation programs and binding corporate rules

Speaker:

- Ms. Paula Bruening. (USA) Centre for Information Policy Leadership
- Mr. Scott Taylor. (USA) HP

16:15 – Panel No. 4: Interoperability: the
17:45 complexity of moving data through

Speakers:

- Mr. Joshua Harris (USA)

different systems and jurisdictions

Moving data through different jurisdictions proves burdensome for companies which find themselves trying to figure out how to meet contradicting or dissimilar data protection legislation. This panel will focus on how to approach “interoperability” based on acknowledgment of internationally accepted data protection principles

- Department of Commerce
Mr. Markus Heyder (USA)
FTC
- Ms. Isabelle Falque-Pierrotin (FRANCE) CNIL
- Ms. Anick Fortin-Cousens (USA) IBM

19:30 – 22:00 Reception/Cocktail. Quinta de San Pedro Alejandrino

Friday June 7

8:00 – 9:30 Panel No. 5. The value of information in an era of Big Data.

[Could be based in the Center new white paper]

Speakers:

- Mr. Martin Abrams (USA)
Center for Information Policy Leadership
- Ms. Marisa Jiménez (USA) Google

9:30 – 10:15 Panel 6. Rethinking consent:

The digital world and its practical implications have challenged the traditional understanding of consent as the quintessential prerequisite for personal data processing. In environments where consent is no longer meaningful, how should the rights of the individual be upheld

Moderator

- Mr. Nelson Remolina (COLOMBIA) Universidad de los Andes. Director GECTI

Speakers:

- Mr. Jules Cohen (USA) Microsoft
- Mr. Hernán Correa (COLOMBIA) Constitutional Court
- Telefónica (SPAIN)

10:15 – 10:30 Café

10:30 – 12:00 Panel 7. Personal Information and the Domain for Data Protection:

This session will explore the dilemma of defining personal information. The traditional domain for data protection is

Moderator:

- Mr. Gustavo Valbuena (COLOMBIA) Former Superintendent of Industry and Commerce

personal data. Technology makes it possible to re-identifying data that has been de-identified, making it personal data. However, defining personal data based on what is possible creates a very broad domain for data protection. In this session we will explore possible solutions.

Speakers:

- Ms. Laura Juanes Micas (USA) Yahoo!
- Lina Gabriela Ornelas Nuñez (MEXICO) Law profesor
- Mr. Jacobo Esquenazi. (USA) Hewlett Packard

**12:00 –
12:30**

Closing ceremony

- Mr. Diego Molano. (COLOMBIA) Minister of Information Technologies and communications
- Mr. Carlos De Hart (COLOMBIA) Corporate Development Viceminister
- Mr. José Alejandro Bermúdez (COLOMBIA) Deputy Superintendent for Data Protection