



United Nations Global Pulse and International Association of Privacy Professionals Joint Event
**Building a Strong Privacy and Data Ethics Program:
From Theory to Practice**

May 4, 2017
UN HEADQUARTERS

- 8:30 - 9:00 Coffee and Networking
- 9:00 - 9:15 Welcome and introduction
Robert Kirkpatrick, Director, UN Global Pulse (UN)
Trevor Hughes, CEO, IAPP (US)
- 9:15 – 9:45 Keynote: Privacy on the Books and on the Ground
Deirdre Mulligan, Associate Professor, School of Information, and Faculty
Director, Berkeley Center for Law & Technology, UC Berkeley (US)

Morning Seat: Data Governance: From Principles to Application

- 9:45 – 11.00 Privacy and Data Protection Frameworks: The Regulatory and Policy-making
Perspective

International organizations are often involved in operations that require data collection and use in emergency conditions and situations affected by social or political turmoil. In addition, they typically act across borders and national jurisdictions, triggering the application of a variety of laws and cultural norms. While data use can enhance humanitarian and development aid, privacy is an important human right. In the absence of international consensus on privacy and cooperation between governments on enforcement, what is the role of international organizations in applying global privacy laws? What are the most critical challenges affecting effective humanitarian and development response? What are possible solutions and next steps?

Moderator: Peter Hustinx, Former European Data Protection Supervisor (NL)

- Jay Pozenel, Principal Legal Officer, UN Office of Legal Affairs (UN)

- Teki Akkueteh Falconer, Executive Director, Data Protection Commission, Ghana (Ghana)
- Terrell McSweeney, Commissioner, Federal Trade Commission (US)
- Stephen Wong, Privacy Commissioner for Personal Data, Hong Kong (HK)

11:00 – 11:15 Coffee break

11:15 - 12:30 Privacy on the Ground: Managing Personal Data and Privacy Risks in Organizations

What does privacy, data protection and risk management mean in practice? Privacy officers from government and the private sector reflect on the role, budget, staff, tools, responsibilities, organizational touch points and areas of influence of the privacy professional.

Moderator: Justin Weiss, Global Head of Data Privacy, Naspers (South Africa)

- Jane Horvath, Senior Director of Global Privacy, Apple (US)
- Mila Romanoff, Legal and Data Privacy Specialist, UN Global Pulse (UN)
- Hilary Wandall, General Counsel and Chief Data Governance Officer, TRUSTe (US)
- Hiroshi Miyashita, Associate Professor of Law, Chuo University (Japan)

12.30 – 13:00 Learning Session: A Step by Step Guide to Privacy Management in Organizations

Omer Tene, Vice President of Research and Education, IAPP (US)

13:00 – 14:00 Lunch

Afternoon Seat: Data Ethics: A New Frontier

14:00 – 15:15 Ethics on the Ground and a Rights Based Approach to Data and AI: From Principles to Institutions

Data analysis in humanitarian and development contexts requires an understanding of the effect of data practices on the protection of fundamental rights and ethical decision-making. On the one hand, what is not illegal may yet be untoward; on the other hand, repurposing data, automatization and use of AI can unleash societal benefits including sustainable development, humanitarian response, healthcare research or better resource allocation. In this session, experts discuss the use of data for social good, including the need to understand the risks of harm along with potential benefits. What is the role of ethics in the current state of technology, automatization and AI? How should

organizations integrate ethical considerations into their decision-making processes? How are fundamental rights affected by the use or non-use of personal data, including in the context of AI? Should organizations set up ethical review boards akin to academic Internal Review Boards (IRBs)? What is the role of privacy management committees and privacy officers?

Moderator: JoAnn Stonier, VP, Global Privacy Officer, MasterCard (US)

Panelists:

- Delphine Harou, Secretary of the Ethics Advisory Group, European Data Protection Supervisor (EU)
- Bonnie Green, Director of Ethics, World Food Programme (UN)
- Christina Peters, Associate General Counsel, Corporate and Regulatory Initiatives, IBM (US)
- Paul Root Wolpe, Bioethics, NASA (US)

15:15 – 15:30 Coffee break

15:30 – 16:45 Access to Data for Public Good: Mechanisms and Schemes for Sharing Data for Humanitarian and Development Causes

Organizations' data can be relied upon for important societal causes including evidence-based policymaking, data research, sustainable development, humanitarian response and the advancement of human rights. To facilitate access to data, organizations must put in place technical and procedural safeguards preventing privacy violations and ethical failures. How can private sector organizations work with the public sector across borders? What role does de-identification play in light of demonstrated vulnerabilities? How can society ensure optimal use of data without compromising human rights?

Moderator: Jules Polonetsky, Future of Privacy Forum (US)

Panelists:

- Jill Clayton, Information and Privacy Commissioner, Alberta (CA)
- Massimo Marelli, Head of Data Protection, International Committee of the Red Cross (Switzerland)
- Ben Hayes, Chief Privacy Officer, Nielsen (US)
- Sandy Pentland, Toshiba Professor of Media Arts and Sciences, Director of the Human Dynamics Lab, Director of MIT Media Lab Entrepreneurship Program, MIT (US)

16:45 – 17:00 Closing Remarks