

LES Benelux

Topic Day “GDPR and IP”

6 March 2018 – Brussels (BE)

PROGRAM

How will the general data protection regulation (GDPR) which enters into effect on 25 May 2018 affect your (international) business? This seminar will provide you insights from a legal, business and technical point of view in various industries. Also particular attention will be paid to international transfers e.g. to India in view of a possible adequacy decision.

LES Benelux organizes this topic meeting on GDPR in cooperation with the Belgo-India Chamber of Commerce & Industry ([BICC&I](#)), the Netherlands India Chamber of Commerce & Trade ([NICCT](#)) and the Europe India Chamber of Commerce ([EICC](#))

9.00 – 9.25	Registration and welcome coffee
9.25 – 9.30	Welcome by the chairmen, Patrice Vanderbeeken, partner, Pierstone and Guillemette Vital Durand, Global Regulatory Affairs Manager, Nutricia
9.30 – 10.15	General Introduction to the GDPR, Scope and Reach Helena Verhagen, Privacy Valley, Amsterdam
10.15 – 10.45	What is the impact of GDPR on your business model inter alia regarding data gathering and sharing Jeremy Rollison, Director, Government Affairs, at Microsoft EU
10.45 - 11.10	Coffee break
11.10 – 11.45	Human factors of GDPR applied to company implementation and consent Joris Groen, Creative Director and Founder BuyerMinds, Amsterdam and Brussels.
11.45 - 12.30	Privacy by design: an IT and managerial view, Swastik Mukherjee, GDPR lead, Tata Consultancy Services and Öykü Işık, Professor Information Systems Management at Vlerick Business School
12.30 – 13.45	Lunch
13.45 – 14.15	International data transfers : privacy shield update, Standard Contractual Clauses, BCR and treatment of personal data in public registers, Bruno Gencarelli, Head of Unit - International Data Flows and Protection at European Commission - DG Justice and Consumers
14.15 – 14.45	International data transfers and anonymization/pseudonymization in practice, Caroline Louveaux, assistant general counsel privacy and data protection, Mastercard



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14.45 – 15.15	A view from India: the Indian Supreme Court and its implications for International transfers, adequacy and business in India, Mr. Arun Prabu, partner, Cyril Amarchand Mangaldas, Bangalore
15.15 – 15.35	Coffee break
15.35 – 16.00	Practical implications of GDPR on a start-up focusing on big data and servicing mainly pharmaceutical companies, Hans Constandt, CEO, ONTOFORCE
16.00 – 16.30	General introduction to Blockchain, implications for privacy, contracts and IPR management: Avinash Patil, Consulting Partner Capital Markets Europe, TCS
16.30	Closing remarks and networking drinks

DETAILS

DATE

Tuesday 6 March 2018

VENUE

Thon Hotel EU, Rue de la Loi - Wetstraat 75, B-1040 Brussels

Located in the European Quarter of Brussels, Thon Hotel EU is your eco-friendly hotel in Brussels and is an ideal starting point for both business and leisure travellers. For directions see the [hotel website](#).

FEE

The fee for this meeting will be € 120,00 for LES Benelux members and members of EICC, NICCT and BICC&I. The fee is € 180,00 for non-members. For LES members 40 years of age or below there is a discount of € 20,00 under the condition of completing your date of birth at the online registration form.

Payment can take place by bank transfer or by credit card. Your registration will be confirmed with an invoice for the registration fee.

The fee includes meeting materials, buffet lunch, coffee and tea in the break and drinks after the meeting.

REGISTRATION

Please register online via the [online registration form](#)

CANCELLATION

LES Benelux must be informed of any cancellation in writing by an e-mail to secretariat@les-benelux.org. For cancellations received before 27 February 2018, the registration fee will be reimbursed. Cancellations received on or after 27 February 2018 will be fully charged.

EDUCATIONAL POINTS

Please contact the Registration Desk at the day of the meeting for the necessary lists to sign. A certificate of attendance will be sent by e-mail after the meeting.



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PARTICIPANTS

Please note that this topic meeting is open for LES members and non-members worldwide. However, from participants it is expected that they have at least an academic background (law, financial or technical).

MEMBERSHIP

For information on membership of LES Benelux please send an email to secretariat@les-benelux.org

PROGRAM AND PRESENTATIONS

The speakers at this meeting will be kindly requested to make their presentations available for publication at the LES Benelux website. All participants will receive instructions by email how to access these presentations.

SPEAKERS

Hans Constandt, CEO, ONTOFORCE

Background in medicine, biotechnology, bioinformatics, software and data engineering.

10+ years experience in software engineering, knowledge management, account management, business intelligence, project management, information integration and leading innovative global projects in the area of drug discovery in a farma multinational.

Last 3 years active in the start-up scene as CEO and founder of ONTOFORCE raising 2.5 Mio Euro to develop and put a health IT app in the market (recognized as cool vendor at Gartner).

Very dynamic, curious, quick learner recognized for leadership, game changer and team motivation skills.

Linked open data evangelizer and frequent speaker at international seminars also acting as guest teacher at the University of Ghent in Semantic Web, Open Data and Big Data sessions.

Last year also active as senior consultant, advisor in other start-ups and as board member in VOKA Halle Vilvoorde. Passionate about driving change with a real impact maximizing added value.

Bruno Gencarelli is Head of Unit - International Data Flows and Protection at European Commission - DG Justice and Consumers. In charge of the Commission's work in the area of data protection in the decisive years of the legislative reform and the EU-US negotiations on transatlantic data flows. This included leading the Commission's delegation in the inter institutional negotiations with Parliament and Council on the recently adopted data protection reform ("General Regulation" and "Police Directive"). Was also one of the lead negotiators of the EU-US "Umbrella Agreement" and of the EU-US Privacy Shield. Previously served as a member of the European Commission's Legal Service and as an assistant (référéndaire) to a judge at the European Court of Justice after having practiced law in the private sector. Holds degrees in law and political science, and teaches EU Competition Law at Sciences Po Paris. Author of numerous publications on EU law.

Joris Groen is a Persuasion psychologist / Creative director / Co-founder of digital design agency Buyer minds. He is a keynote speaker on persuasion, design and conversion / Internet entrepreneur and investor. As Buyer minds is guiding a team of psychologists, UX designers, visual designers, webanalysts and researchers to deliver "persuasive design" to a broad portfolio of national and international clients



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Öykü Işık is an Assistant Professor of Information Systems Management at Vlerick Business School. She holds an BSc degree in Computer Science and Mathematics (2002) and an MBA degree (2005) from Istanbul Bilgi University. She earned her PhD degree in Business Computer Information Systems (2010) from the University of North Texas. Before she joined Vlerick, Öykü has taught Information Systems courses at the University of North Texas and Istanbul Bilgi University. Öykü's main research interests are in the fields of data privacy & protection, Business Intelligence (BI) & analytics, and Business process management (BPM). Öykü is currently involved in research for business initiatives in collaboration with corporate partners at Vlerick, especially about data privacy and digital resiliency related topics. At Vlerick, her main teaching duties concentrate on digital disruption, BPM, data privacy and protection both in the degree programmes (Masters and MBA) and in executive programmes.

Caroline Louveaux is assistant general counsel privacy and data protection at MasterCard. Caroline is responsible for MasterCard's Regional Privacy and Data Protection Programs in Europe, in Asia-Pacific, Middle East and Africa as well as in Latin and Central America. Prior to joining MasterCard in 2007, Caroline worked in private practice, where she specialized in EU and Competition Law. She also worked at the CRID, a well-known research center for computer and law in Belgium, where she performed legal research in the area of new technologies. Caroline holds a law degree from the U.C.L. (Belgium) and U.B.A. (Buenos Aires, Argentina) and a LL.M degree in International Trade Regulation from the New York University (NYU). Caroline is admitted to the NY Bar.

Swastik Mukherjee is Business Development Manager for TCS Cyber Security Practice within Benelux. He has 10 years of functional experience in IT Consulting, Information Risk Management Advisory Services, Data Privacy Program Management, Sales and Client Engagement. In his earlier role, Swastik lead Privacy and Data Protection Centre of Excellence globally within TCS Cyber Security Practice. He is a Certified Information Privacy Professional (CIPP/E), MBA and Master in Business Law.

Avinash Patil is Consulting Partner in Capital Markets Practice at Tata Consultancy Services for Europe, covering Market trends and innovative practices in the Financial Services space, with particular focus on blockchain, semantics and reference architectures. Avinash has been a domain architect and lead consultant for large transformation engagements in multiple geographies. Avinash has authored several white papers on contemporary issues of interest in Capital Markets and has been a speaker at Industry events such as IDC Financial Insights summit and at the Enterprise Data World FIBO Conference. Avinash is a B. Tech in Aerospace Engineering from the Indian Institute of Technology, Kharagpur.

Arun Prabu is a Partner with the Bangalore offices of Cyril Amarchand Mangaldas and is part of the Information Technology and General Corporate practice groups. As part of the Information Technology practice of the firm, he advises extensively on privacy and data protection issues ranging from data collection, processing, storage, transfer and residency norms to big data, data mining, and data warehousing related issues. He has assisted with structuring and documenting complex data centric joint ventures and data sharing arrangements. He has also been involved in advising clients across a range of sectors ranging from banking, financial services, healthcare, media and hospitality in relation to best practices and contracting mechanisms. He has also assisted with the data protection audits for clients and helped evolve risk minimization, risk mitigation and risk avoidance mechanisms in the context of crisis situations arising out of unauthorized disclosure and data breach.

Jeremy Rollison is Director, Government Affairs, at Microsoft EU. EU advocacy and government affairs professional specializing in EU digital/Internet policies and regulatory issues, including: data protection, privacy, cyber security, cloud computing, telecommunications, online consumer law, copyright, online content licensing and



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distribution, e-commerce. Engagement with EU officials and stakeholders, and coordination of public policy/advocacy campaigns on corresponding regulatory issues.

Patrice Vanderbeeken, partner at Pierstone in Brussels, enjoys a reputation as a prominent technology lawyer. He has practised IT, IP and data protection law for almost 20 years in top tier international law firms after enjoying a stage at the European Court of Justice (Advocate General S. Alber) and GSK. Patrice has been recommended for TMT and Data Protection in various Chambers Europe editions as well as in the Legal 500. He is a Board Member of the Licensing Executives Society Benelux and of the Fonds Joseph Maisin pour la Recherche contre le Cancer and an Active Member of the Europe India Chamber of Commerce.

Helena Verhagen is a privacy expert who built her career of more than 15 years in international law-firms in the US and the EU, and as an in-house counsel for large corporations. In 2015 she decided to digitise herself, her knowledge and experience as a privacy consultant. That has resulted in the Accelerator, a privacy compliance tool that helps corporations to self-assess privacy risk, fix any issues themselves and manage and monitor privacy compliance.

Guillemette Vital Durand is Global Regulatory Affairs Manager and a business and IP lawyer by education. Guillemette is addicted to develop legal and regulatory strategies for innovation. Since joining Danone more than 10 years ago, Guillemette had various positions centered on discovery and new products. She is based in the Netherlands currently in charge of the regulatory team dedicated to adult medical nutrition portfolio. Before joining Danone, she spent 7 years in a biotech entity (NASDAQ listed IDMI). She started her career at INSERM (Academic Institute for Health and Medical Research) technology transfer department as legal manager. Guillemette has extensive experience in licensing through her diverse positions providing legal and regulatory support from all points of view (academic / SME / multinational corporation). She developed a business sensitivity and understanding of stakeholder point of view, having interest in negotiation and Alternative Dispute Resolution (she is certified NLP Practitioner). For many years, she has been directly involved with the LESI and other professional associations finding inspiration and interest in understanding licensing trends and gaps.

