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Madrid 4, 5 y 6 de noviembre 2009
conferencia internacional
de autoridades de protección
de datos y privacidad

Next week, 4, 5 and 6 November at the Congress Palace of Madrid

The 31st International Conference of Data Protection and Privacy Authorities will gather more than 1.000 experts from 83 countries and will turn Madrid into the “worldwide capital of privacy”

- **The Secretary of Homeland Security of the United States, Janet Napolitano, his Spanish counterpart, Alfredo Pérez Rubalcaba, and the Minister of Justice, Francisco Camaño, will participate in this event.**
- **The inventor of the mobile telephone, Martin Cooper, the co-inventor of the Internet Protocol, Vinton Cerf, and the creator of the RSA encryption code, Adi Shamir, will be part of the audience.**
- **During 3 days, 90 speakers will tackle the risks and challenges of the present and future for privacy and personal data protection.**
- **The main objective of the International Conference is to discuss a joint proposal of international privacy standards.**

(**Madrid, 26 October 2009**). More than **1.000 experts** from 83 countries have confirmed their attendance to the **31st International Conference of Data Protection and Privacy Authorities** that will take place on 4 to 6 November 2009 at the Congress and Exhibitions Palace of Madrid (Paseo de la Castellana, 99).

For three days, Madrid will become the “**worldwide capital of privacy**”, and will gather data protection authorities from 50 countries, as well as several institutions and experts from the business, political and technological sphere from the five continents, in order to analyze with detail the **challenges that privacy has to tackle in the present** and those that will have to face in the future.

The largest worldwide forum dedicated to privacy will benefit from the participation of distinguished figures as the Secretary of Homeland Security of the United States, **Janet Napolitano**, her Spanish counterpart, **Alfredo Pérez Rubalcaba**, and the Minister of Justice, **Francisco Camaño**. The President of the Committee on Civil Liberties, Justice and Home Affairs (LIBE) of the European Parliament, **Juan Fernando López Aguilar** and the Minister of Industry, Trade and New Technologies from Morocco, **Ahmed Reda Chami**, will also participate on the Conference.

The inventor of the mobile telephone, who has been recently awarded with the 2009 Príncipe de Asturias Award on Technical and Scientific Research, **Martin Cooper**; the co-inventor of the Internet Protocol, **Vinton Cerf**, and the creator of the encryption code, that allows communications on the Internet, **Adi Shamir**, will be also among the attendants.



The Conference will also benefit from the participation of outstanding **International representatives** from the **main companies of the Internet industry** as Google, Microsoft or Facebook that will analyze and try to answer the questions that the evolution of the Internet and its new tools have raised for privacy and data protection field.

Towards a global privacy standard

One of the main objectives of the International Conference is to discuss a **joint proposal** for global privacy standards that becomes a universal and binding tool. In this respect, the last of the plenary sessions of the Conference will focus on analyzing the need to establish an **instrument of universal research**, which includes the minimum requirements that are essential in order to guarantee **the right to data protection** and privacy of citizens on a global level.

Under the slogan: **“Privacy: today is tomorrow”**, the attendants of the 31st International Conference of Data Protection and Privacy Authorities will discuss the main questions that affect privacy and data protection. For three days, and through an extensive program that will be structured in **6 plenary sessions and 12 parallel sessions, more than 90 speakers** will tackle the current and future risks and challenges that affect the privacy and personal data protection field.

The balance between privacy and security will be one of the main questions that experts will debate, especially with regard to those devices that are experiencing an exponential growth, such as video-surveillance, or those that use human body as their support media. The rapid evolution of **information technologies and above all, the Internet**, and its impact in the sphere of data protection and privacy will also be considered.

Another of the core themes of the Conference will be the protection of **minors**, a strategic challenge in the digital world, trying to respond to questions regarding **how to guarantee the verification of the age of the minor**, or whether they have received sufficient education with regard to the risks deriving from the use of new technologies.

Also forming the object of discussion will be questions relative to the conciliation of the guarantees of **intellectual property rights and data protection**; privacy vis-à-vis **new publicity and marketing techniques**; the challenges of privacy in the sphere of **digital and citizen journalism**, the proliferation of the blogger phenomenon; and the limits to the implementation of **employment controls** by the employer.

Full Program:

<http://www.privacyconference2009.org/privacyconf2009/program/index-iden-idweb.html>