

**31**

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

To be held on 4, 5 and 6 November in the Congress Palace of Madrid

## **This November Madrid will host the largest worldwide forum dedicated to privacy**

- Under the slogan “**Privacy: today is tomorrow**”, the 31<sup>st</sup> International Conference of Data Protection and Privacy Authorities will tackle the main questions and challenges facing privacy now and in the future.
- The different sessions of the conference will benefit from the participation of over 90 expert speakers from the political, business and institutional sphere at international level.
- Authorities and institutions responsible for guaranteeing privacy and data protection in 46 countries have been convened.
- After the inauguration the inventor of the mobile telephone, Martin Cooper, will offer the opening conference.
- The Secretary of Homeland Security of the USA, Janet Napolitano and the Spanish Interior Minister, Alfredo Pérez Rubalcaba, will participate in the first plenary session dedicated to “The balance between security and privacy”.
- The impact on privacy of the Internet and its new tools will be one of the main questions for debate, together with the protection of minors within the sphere of new technologies.
- A debate will be held regarding a proposal for International Privacy Standards, which has recently received the support of the Council of Europe.

(Madrid, 28 September) Today saw the presentation of the 31<sup>st</sup> International Conference of Data Protection and Privacy Authorities which will be held in Spain, in the Palacio Municipal de Congresos (Congress Palace) of Madrid, **on 4 to 6 November 2009**, organised by the Spanish Data Protection Agency.

The 31<sup>st</sup> International Conference of Data Protection and Privacy Authorities will be a meeting point for authorities responsible for guaranteeing privacy, private organisations – mainly large multinationals and companies in the technology sector – experts on the subject from every continent, as well as representatives of international institutions and representatives of civil society.

Under the slogan “**Privacy: today is tomorrow**”, the 31<sup>st</sup> International Conference of Data Protection and Privacy Authorities will be structured in **6 plenary sessions** and **12 parallel sessions**, during which **more than 90 speakers from the political, technological, business and institutional sphere** on an international scale will tackle the issues currently forming the object of debate on the subject of privacy and data protection.

Thus, after the inaugural session, during which the **inventor of the mobile telephone**, Martin Cooper, will offer an opening conference, an **intensive programme of sessions** will begin in order to handle and debate **the risks, main issues and challenges of the present and future for privacy and personal data protection**.

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**The balance between security and privacy** will be one of the main questions that the experts gathered in Madrid will debate in depth, especially with regard to those systems that pose the most controversy such as the **proliferation of video-surveillance devices**, or those which use as their support media the human body itself, **such as biometrics**, the use of which is becoming more and more generalised. This first plenary session will benefit from the participation of the Spanish **Interior Minister**, Alfredo Pérez Rubalcaba, **and the Secretary of Homeland Security of the USA**, Janet Napolitano.

Without doubt, one of the main matters regarding which an in-depth analysis will be performed throughout the whole Conference will be the unstoppable **development** being undergone by **information technologies, and above all the Internet**, an essential tool in today's society, but regarding which reflection is necessary in the light of the proliferation of new services, such as **social networks**, owing to their impact in the sphere of data protection and privacy.

These sessions will include the participation of **international representatives** of the **main companies of the Internet industry**, such as Google, Microsoft and Facebook who, together with **Vinton Cerf, co-inventor of the Internet Protocol**, will analyse and try to provide an answer to the questions posed by the evolution of the Internet and its new tools for the privacy and data protection of its users.

Without leaving aside the influence of new technologies, 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.

The Conference will focus on questions of great interest to **the business world. In this respect**, another of the central themes of the conference will be data protection as a strategic element in the **business sphere and international data flows** in a globalised world, or the need to foster the use of protocols and technologies in the technology industry that contribute, from their origin and design, to the guarantee of privacy.

Also forming the object of discussion and analysis in the "parallel sessions" will be questions with a high repercussion on data protection, such as those 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.

The last of the plenary sessions of the Conference is wholly centred on analysing the need to establish an **instrument of universal reach**, which includes the minimum requirements that are essential in order to guarantee, in a world without frontiers, the flow of information and **the right to data protection** and privacy of citizens on a global level, independently of their origin.

This session will include the representation of countries such as: **Morocco**, via its Minister of Industry, Trade and New Technologies; **Burkina Faso**, via the President of the Commission for Informatics and Freedom, and the **USA, via a representative** of the Federal Trade Commission. Also, a presentation will be given by the Data Protection and Privacy

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Commissioners of **Canada, Switzerland and New Zealand**, the director of the Department of Consumer Protection and Defence of **Brazil**, the vice-head of the Federal Service for control of communications, information technologies and media of **Russia**; and the Chairman of the Group of **European Data Protection Authorities**.

### **Towards a global privacy standard**

The great challenge presented at the 31<sup>st</sup> International Conference will be to achieve the approval of a joint proposal of **“International Standards for the protection of privacy and personal data”**, which will allow the development of a universal and binding legal instrument for the guarantee of privacy, an initiative that has recently received **the support of the Council of Europe**.

This proposal, which will be presented and submitted to debate at the Conference, during the closed session of Data Protection Authorities to which the authorities of 46 countries have been convened, has been prepared under the coordination of the Spanish Data Protection Agency (AEPD) with the participation of authorities and institutions for the guarantee of data protection and privacy, and representatives of public and private bodies and organisations.

### **Spanish sessions**

As an important innovation in this edition of the International Privacy Conference four sessions will be held dedicated especially to the protection of data in the national sphere. Among other matters the Spanish sessions will be used to analyse the second survey prepared with the collaboration of the Sociological Research Centre (CIS) on data protection, the experiences of privacy professionals in Spain will be shared, and a new AEPD guide will be presented, entitled “Data Protection and Business”. Furthermore, the presentation will be made of a new tool that the AEPD will implement in its Web as from November and which will allow those responsible for data protection in companies to know their degree of compliance with the Data Protection Law via a totally free of charge “self-test”.

### **Parallel events**

In this 31<sup>st</sup> Conference great importance has been given to the participation of all social and business agents. For this reason, the AEPD has offered its support to the holding of previous events that will take place on 3 November and which will bring together at different venues representatives of NGOs, associations such as the European Privacy Officers Network (EPON), the International Association of Privacy Professionals (IAPP), and the Francophone Association of Data Protection Authorities, among others.

Furthermore, it should be highlighted that “Casa América” will be the venue of the VII Ibero-American Data Protection Meeting which will be held under the umbrella of the Ibero-American Data Protection Network (RIPD) and which will have as its main objective that of knowing at first hand the advances in this subject in each one of the countries of the Ibero-American Community, members of the RIPD, as well as to present the agenda of activities contemplated for the year 2010.

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