



Nota de prensa

Next 4 November, in the Palace of Congress and Exhibitions of Madrid (Paseo de la Castellana, 99)

The Prince and Princess of Asturias will preside the opening session of the 31st International Conference of Data Protection and Privacy Authorities

- **On 4 to 6 November, Madrid will become the “worldwide capital of privacy”.**
- **Martin Cooper, the inventor of the mobile telephone, and honored with the 2009 Prince of Asturias Award on Technical and Scientific Research will start 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”.**

(Wednesday, 28 October 2009) Their Royal Highnesses, the Prince and the Princess of Asturias will preside the official opening of the 31st International Conference of Data Protection and Privacy Authorities; **the largest worldwide forum dedicated to privacy** that will take place on 4 to 6 November in the Palace of Congress and Exhibitions of Madrid (Paseo de la Castellana, 99).

The official opening ceremony that will take place on 4 November at 9:45 a.m. will be the starting point of a conference. For three days, Madrid will become the worldwide capital of privacy, where issues of great interest for society and data protection experts will be discussed.

After the opening act, the **inventor of the mobile telephone** and recently awarded with the **2009 Prince of Asturias Award on Technical and Scientific Research, Martin Cooper**, will be in charge of the opening conference of the International Conference.

Next, a varied and extensive program, structured in **6 plenary sessions and 12 parallel sessions, that will gather data protection and privacy authorities from 46 countries and more than 90 speakers** from the political, technological, business and institutional sphere on an international scale, will be discussed. The attendants will also tackle the present and future risks, questions and challenges that are related to privacy and data protection.

The **first plenary session** is entitled “**A society under surveillance? In search of the balance between security and privacy**”, and will benefit from the presence of the **Secretary of Homeland Security of the United States, Janet Napolitano** and her Spanish counterpart, **Alfredo Pérez Rubalcaba**. **The President of the Committee on Civil Liberties, Justice and Home Affairs (LIBE) of the European Parliament, Juan Fernando López Aguilar** will also participate on the round table of the plenary session.

“Privacy: Today is tomorrow”

Under the slogan: “**Privacy: today is tomorrow**”, the **31st International Conference of Data Protection and Privacy Authorities** will also tackle 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.

Other 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 of the parallel sessions 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

Towards a global privacy standard

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 information flow, **the right to data protection** and the privacy of citizens on a global level, in spite of their origin.

Note: The media interested in covering the opening session of the Conference will have to be authorized by the press service of the Royal Household of His Majesty the King, by sending their name, their two surnames, number of DNI, media and occupation, to the e-mail address prensa@casareal.es or the fax number 91-5992416 before 1 p.m. of next 2 November.

Full program:

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