

# 9<sup>TH</sup> ANNUAL PRIVACY & DATA PROTECTION SUMMIT

23-24 OCTOBER 2025

HOTEL WARWICK GRAND-PLACE  
BRUSSELS, BELGIUM

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**Victor Gene Tolnay**  
Senior Legal Data Privacy  
Director, Head of Privacy  
DSM-Firmenich

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**Gonzalo Caro**  
Associate DPO  
Meta

Meta

## SPEAKER LINE-UP



**Juraj Sajfert**  
Legal and Policy Officer in Data  
Protection Unit (C.3) of DG JUST  
European Commission



**Matthias Ratajczyk**  
Principal Privacy &  
Security Central Europe  
Adobe

Adobe



**Jeremy Rollison**  
Senior Director,  
EU Government Affairs  
Microsoft



**Jonathan Dunne**  
Director, Regulatory  
Affairs & Privacy  
Google



**Agne Sanders**  
Director, Head of Data Privacy,  
Responsible AI & Ethics,  
Investment Bank  
Barclays



**Heidi Mäkelä**  
Director of Group Tech & Data  
Legal, Special Investigations  
and Whistleblowing Team  
Telia Company

Telia Company



**Nicolas Grunder**  
Chief Counsel Digital  
& Data Privacy  
ABB



**Elnaz Tadayon**  
Cybersecurity Area Manager  
H&M



**Marie Zavoralová**  
Vice President,  
Data Protection Officer,  
Regulatory Compliance  
UniCredit

UniCredit



**Donovan Sheppard**  
Senior Counsel, Data Privacy  
UCB



**Sheikh Mahbub Habib**  
Head of Cybersecurity  
and Privacy Innovation  
Continental

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**Hannah Crowe**  
Global Head of Privacy, Data  
and Cyber Regulatory Office,  
Ethics and Regulatory Compliance  
Nokia

NOKIA



**Claus D. Ulmer**  
SVP, Global Data Privacy Officer  
Deutsche Telekom



**Manish Jangid**  
Associate Director  
Data Protection &  
End Point Security  
Novartis

NOVARTIS

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We are pleased to announce the launch of the **9th Annual Privacy & Data Protection Summit**, which will take place on the **23rd - 24th of October 2025** in **Brussels, Belgium**. Building on the success of its previous editions, this year's summit will explore the latest advancements and emerging trends in privacy and data protection, focusing on practical strategies to tackle evolving privacy challenges faced by organizations today. From harnessing AI-powered privacy automation and navigating a dynamic regulatory landscape to identifying and mitigating privacy risks, the summit will cover crucial topics like aligning legal frameworks for privacy and security, refining breach management protocols, enhancing compliance, and addressing third-party risks. Join us for two days of thought-provoking discussions, cutting-edge solutions, and invaluable networking with industry peers, while gaining insights to navigate the complexity of privacy and data protection.

## Key Practical Learning Points

- Navigating Global Privacy Regulations to Manage a Fragmented Legal Landscape
- Utilizing AI-Driven Privacy Automation to Enhance Data Governance
- Navigating Cross-Border Data Transfers While Balancing Privacy and Security
- Aligning GDPR and NIST Frameworks to Strengthen Privacy and Security Compliance
- Building Resilience in the Face of Data Breaches by Strengthening Response and Recovery Strategies
- Balancing Privacy and Transparency in Automated Systems
- Effectively Managing Third-Party Risk to Protect Your Business and Uphold Compliance
- Identifying and Mitigating Hidden Risks in Data Protection Non-Compliance
- Regulating Biometric Data to Ensure Privacy Protection and Stay Compliant with Changing Laws

## Take a Look at Our Previous Edition



## Venue

### Hotel Warwick Grand-Place



## Exhibit Sponsor

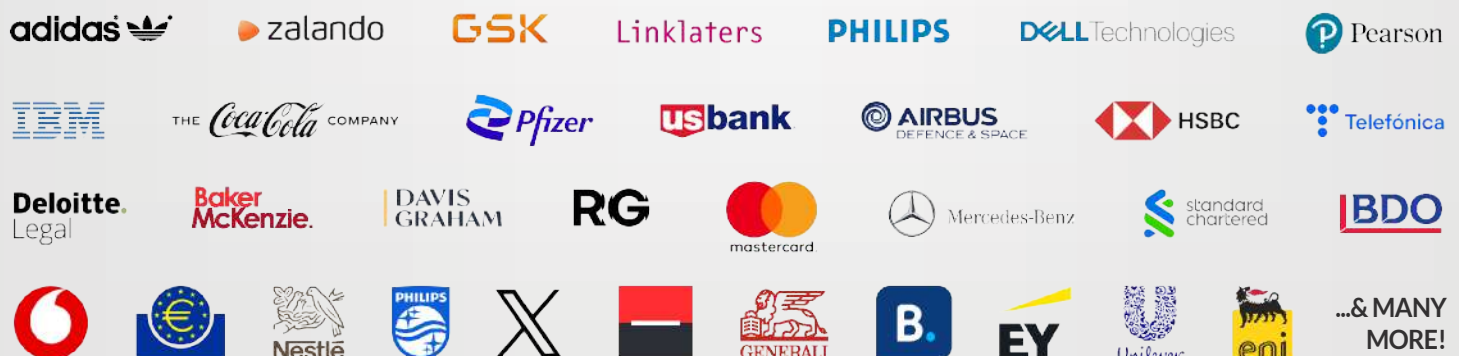


## Who Should Attend

The summit gathers senior-level professionals from various industries, including:

- Data Protection Officers
- Compliance Officers
- Chief Privacy Officers
- Privacy Protection Solicitors
- Data Privacy Associates
- Strategic Liaison Leaders
- Systems Engineering VPs/ Directors/Heads
- Presidents/VPs/Directors of Legal Affairs
- Legal Counsel & Advisors
- Security & Privacy Officers
- Privacy Engineers
- Data Governance Experts
- Ethics and Compliance Advisers
- Consultants & Analysts
- Privacy & Data Protection VPs/Directors/Heads/Managers
- & Others!


## Previous Attendees Include



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08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Event Chair

09:10 "Breaking the Ice" Speed Networking Session

NAVIGATING THE EVOLVING  
REGULATORY LANDSCAPE

09:50 AVAILABLE SPONSORSHIP SLOT

AI and Data Anonymization:  
Ensuring Privacy in Analytics

As AI-powered analytics grow, ensuring data privacy is more critical than ever. This session explores how anonymization techniques—like differential privacy, federated learning, and synthetic data—can protect sensitive information while preserving analytical value. We'll examine regulatory drivers, practical use cases, and strategies to balance compliance, performance, and trust in AI systems.

10:30 Case Study: Law Enforcement Access to Data Held by  
Private Companies - Striking the Right Balance


- Examines the tension between privacy and public safety
- Highlights legal challenges in cross-border data requests
- Explores oversight and cooperation frameworks
- Reviews evolving corporate and regulatory practices

Juraj Sajfert

Legal and Policy Officer

in Data Protection Unit (C.3) of DG JUST

European Commission

11:00 Morning Coffee and Networking Break 11:30 Case Study: Navigating the Global Privacy Maze: Corporate  
Strategies for a Fragmented Legal Environment

From building unified privacy frameworks to operationalizing local compliance, the focus is shifting toward sustainable, tech-enabled solutions. Explore how automation supports risk management, consent tracking, and data subject rights, while aligning privacy initiatives with broader business goals. Real-world insights will highlight how to balance innovation with regulation, manage third-party and cross-border data risks, and position privacy as a competitive advantage—not just a compliance requirement.

Jeremy Rollison

Senior Director, EU Government Affairs

Microsoft

12:00 Case Study: The EU Data Act: A New Era  
of Data Protection and Business Growth

- **The EU Data Act:** Introduction. Key definitions. Scope and objectives.
- **Compliance and Operational Adjustments:** Focused on banking sector and how banks are required to adapt their internal data governance structures, ensuring secure data portability, and comply with new obligations regarding data sharing.
- **Opportunities for Growth and Innovation:** Considering objectives of the new EU Data Act, how to leverage the data for tailored offerings, process automation, and improve participation in a broader data-driven ecosystem.

Marie Zavoralová

Vice President, Data Protection Officer,

Regulatory Compliance

UniCredit

12:30 Case Study: Bridging the Gap Between Privacy and  
Security: Streamlined Implementation  
of Overlapping Regulations

- Unified framework: align privacy and security requirements
- Practical strategies: efficient implementation tips
- Finding synergies: streamline processes and avoid duplication

Heidi Mäkelä

Director of Group Tech & Data Legal, Special  
Investigations and Whistleblowing Team

Telia Company

13:00 Business Lunch BALANCING PRIVACY AND TECHNOLOGY:  
EXCELLING IN THE AGE OF AI14:00 Case Study: Bridging NIS2 and GDPR: Unlocking Synergies  
for Resilient and Compliant Data Security

The NIS 2 Directive and GDPR share a common goal: strengthening digital resilience and data protection. This session explores how GDPR compliance—especially in data governance and breach notification—can support NIS 2 readiness. Both require incident reporting (72 hours under GDPR, 24 under NIS 2) and third-party risk management. We'll show how GDPR's data mapping and RoPA processes help meet NIS 2's asset identification and risk classification needs. Overlapping governance requirements—like executive accountability and training—create opportunities for integrated strategies. Aligning efforts reduces duplication, improves oversight, and enables a unified approach to regulatory risk and cybersecurity compliance.

Donovan Sheppard

Senior Counsel, Data Privacy

UCB

14:30 Case Study: Embedding Responsible AI Principles  
into Complex Data Ecosystems

What's at Stake:

AI is only as trustworthy as the data—and governance—behind it. In large, complex data environments, embedding responsible AI principles is no longer optional; it's essential for compliance, ethical use, and business sustainability.

What You'll Learn:

- How to operationalize fairness, transparency, and accountability in AI models
- Best practices for aligning AI development with data governance, privacy, and security
- Techniques for identifying and mitigating bias within diverse, distributed datasets
- Ways to balance innovation speed with regulatory and ethical guardrails

Agne Sanders

Director, Head of Data Privacy,

Responsible AI &amp; Ethics, Investment Bank

Barclays

15:00 Case Study: Ensuring Privacy and Security in the AI Age  
Without Losing the Compelling Event

- Building an AI Governance
- Redefining Risk Management
- Selecting the right criteria for AI decisions

Matthias Ratajczyk

Principal Privacy &amp; Security Central Europe

Adobe

15:30 Afternoon Tea and Networking Break 15:50 Case Study: Regulatory Complexities in Cross-Border  
Data Transfers: Ensuring Privacy  
and Security in the AI Age \*

Learn how to navigate conflicting obligations, implement effective transfer impact assessments, and operationalize data minimization, localization, and contractual safeguards. Gain practical insights into aligning transfer mechanisms with AI system design, ensuring privacy and security without slowing innovation in a rapidly changing regulatory environment.

Jonathan Dunne

Director, Regulatory Affairs &amp; Privacy

Google

16:20 PANEL DISCUSSION Navigating Ethical Dilemmas  
in AI-Enhanced Data Privacy

This panel brings together experts from legal, technical, and ethical domains to explore the complex tension between AI innovation and privacy compliance. Panelists will discuss the impact of evolving regulations such as the EU AI Act and GDPR, the role of privacy-enhancing technologies (PETs), and strategies for embedding responsible data practices into AI development. From real-world case studies to practical governance models, the discussion will offer actionable insights on risk management, transparency, data minimization, and balancing business goals with user trust.

17:00 Chair's Closing Remarks and End of Day One

18:00 Networking Dinner 

\*TBC

08:30 Check-In and Welcome Coffee ☕

09:00 Day Two Opening Remarks from the Chair

**UNCOVERING HIDDEN THREATS:  
BUILDING RESILIENCE IN A RAPIDLY  
EVOLVING LANDSCAPE**

09:10 AVAILABLE SPONSORSHIP SLOT

**A Comprehensive Approach to Building a  
Robust Data Protection Technology Stack**

Modern data protection demands more than policies—it requires a resilient, scalable tech stack that supports global compliance while enabling business agility. Explore how to combine data discovery, classification, automated risk assessments, and real-time monitoring into an integrated privacy infrastructure.

09:50 Case Study: 🔍

**Building Resilient Privacy Programs  
for the AI and Digital Era**

We'll examine strategies for integrating privacy by design into AI systems, managing algorithmic transparency, and aligning governance frameworks with evolving global laws. Attendees will learn how to operationalize privacy in dynamic environments—balancing agility and automation with control and accountability. Real-world examples will highlight how leading organizations are embedding privacy into product development, data ecosystems, and cross-functional decision-making. Whether you're scaling an existing program or starting from scratch, this session offers practical insights to strengthen privacy resilience in a fast-moving digital world.

**Gonzalo Caro**  
Associate DPO  
Meta



10:30 Case Study: 🔍

**The Compliance–Confidentiality Paradox:  
Mitigating Exposure of Protected  
Know-How in a Regulated Data Economy**

The EU Data Act ushers in a new era of mandated data access and sharing—but with it comes a critical tension between compliance and the protection of protected know-how. As organizations face growing demands to disclose data to users, partners, and regulators, the risk of inadvertently exposing proprietary methodologies, confidential business logic, or commercially sensitive datasets is escalating.

**Nicolas Grunder**  
Chief Counsel Digital & Data Privacy  
ABB



11:00 Morning Coffee and Networking Break ☕

11:30 Case Study: 🔍

**Protecting Corporate Data: Unveiling Critical  
Pitfalls in Third-Party Vendor Relationships**

While companies invest heavily in internal security, many overlook the vulnerabilities introduced by partners, suppliers, and service providers. Poorly vetted contracts, inconsistent data handling standards, and opaque subcontracting chains can silently erode compliance and expose sensitive information.

**Elnaz Tadayon**  
Cybersecurity Area Manager  
H&M



12:00 Case Study: 🔍

**Driven by Data: Privacy Challenges and  
Opportunities in Connected Vehicles**

- Why privacy in vehicles is more critical than ever
- Regulatory landscape: GDPR, EDPB Guidelines and beyond
- Use cases: Location Services, Infotainment, in-cabin monitoring
- Key challenges: Data minimization, user transparency, third-party access
- Opportunities: Privacy as a driver of trust and innovation
- Outlook: Building privacy by design into the future of mobility

**Sheikh Mahbub Habib**  
Head of Cybersecurity and Privacy Innovation  
Continental

**FUTURE-PROOFING TRUST:  
HARNESSING DATA PRIVACY  
FOR BUSINESS GROWTH**

12:30 Case Study: 🔍

**Navigating the Regulatory Tsunami**

This session explores how to stay ahead of growing regulatory expectations and ensure a robust response to material risks. Learn how automation, cross-functional collaboration, and real-time response strategies can reduce risk, improve compliance, and build trust with regulators and stakeholders.

Key Takeaways:

- Practical strategies for managing multiple regulatory requirements
- Commercially focused approach to risk appetite
- Leveraging automation to improve compliance and risk management
- What constitutes a crisis and how to handle it
- Building coordination across legal, IT, security, and compliance teams
- Common pitfalls and lessons learned from real-world breaches

**Hannah Crowe**

Global Head of Privacy,  
Data and Cyber Regulatory Office,  
Ethics and Regulatory Compliance  
Nokia



13:00 Business Lunch 🍽️

14:00 Case Study: 🔍

**Privacy by Strategy  
at Deutsche Telekom Group**

- From privacy by design to privacy by strategy
- Necessary stakes on privacy and business side
- Efficient processes and escalations
- Mid-term foresight
- DT's privacy trend radar and DT's AI-phone

**Claus D. Ulmer**

SVP, Global Data Privacy Officer  
Deutsche Telekom



14:40 Case Study: 🔍

**Zero Trust at the Endpoint: Securing Data  
in a Decentralized Environment \***

- Secure Every Endpoint: Apply Zero Trust to protect data wherever it's accessed in remote or hybrid environments.
- Strengthen Access Controls: Use continuous verification and enforce least-privilege principles without disrupting productivity.
- Enhance Threat Response: Integrate Zero Trust with existing tools to detect and contain evolving threats quickly.

**Manish Jangid**

Associate Director Data Protection  
& End Point Security  
Novartis



15:20 Chair's Closing Remarks and End of Summit

\* TBC

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# SPOTLIGHT ON OUR SPEAKERS

9TH ANNUAL PRIVACY & DATA PROTECTION SUMMIT | 23–24 OCTOBER 2025 | BRUSSELS, BELGIUM



## Victor Gene Tolnay

Senior Legal Data Privacy Director, Head of Privacy  
DSM-Firmenich

Victor is an accomplished lawyer with more than 17 years' experience in private practice, where he has serviced international clients in the fields of personal data protection and intellectual property. He has been a part of Firmenich for 5 years as Data Privacy Director, leading and managing the implementation and monitoring of privacy compliance.

Firmenich has merged with DSM to establish dsm-firmenich, a Swiss-Dutch global group proudly listed on Euronext Amsterdam with revenues of over €12+ billion. With a diverse, worldwide team of nearly 30,000 employees, the company brings progress to life™ every day, everywhere, for billions of people, being the leading innovation partner in nutrition, health, and beauty. Currently, Victor is Head of Privacy at dsm-firmenich.

Prior to joining Firmenich, Victor worked at Grant Thornton, where he was appointed DPO and Head of IT & IP, responsible for leading and managing the implementation of the GDPR within Grant Thornton itself and for a number of its international clients across various industry sectors.

Victor holds a Law Degree from the Universidad de Barcelona and a Master's in IP & IT from the Escuela de Administración y Dirección de Empresas (ESADE). He has also been a member of the supervisory body of the Data Protection Code of Conduct of the Spanish General Council of Odontologists and Stomatologists, and is a lecturer at several universities and business centers.



## Hannah Crowe

Global Head of Privacy, Data and Cyber Regulatory  
Office, Ethics and Regulatory Compliance  
Nokia

Hannah is the Global Head of Privacy, Data and Cyber Regulatory Office at Nokia. Hannah is responsible for all aspects of Nokia's global data protection and privacy programs (legal, compliance and operations) as well as for the global provision of legal advice on the full range of privacy and cybersecurity legal issues, including cybersecurity regulatory compliance and incident management, data and digitalization, artificial intelligence, data entanglement in the context of M&A, and data retention.

Hannah's core competencies include the architecture, management and oversight of data governance programs and strategy, focusing on privacy, ethical use of data, international data sharing, and cyber incident mitigation and management. Hannah is focused on facilitating and driving strategic business initiatives by enabling dynamic, pragmatic, and innovative use of data, with societal, individual and environmental risk mitigation at the forefront, with a strong belief in the ability of technology to solve for compliance, and the opportunities that come from collaboration, curiosity and respect across disciplines.



## Claus D. Ulmer

Senior Vice President Group Privacy  
Deutsche Telekom

Claus Ulmer will elaborate on the necessary enhancement of a company's privacy management system due to the constantly accelerating digitization. He will show what changes in functional responsibilities are necessary to integrate data privacy in the strategic planning of a company and vice versa. The interconnection between business leaders and the data privacy organization does support and enhance faster rollout of IT solutions and products.

Establishing a Privacy Trend Radar will help to keep the upcoming to-dos under control.



## Matthias Ratajczyk

Principal Privacy & Security Central Europe  
Adobe

Matthias is a Privacy & Security enthusiast with vast experience in numerous industries and consulting. He aims building trustworthy relationships and combines Privacy & Security with AI and engaging customer experiences. Matthias is convinced that balancing risks with technology is key to get most potential of large amounts of data. Companies achieve highest outcome in providing and activating relevant content closely connected to AI - all by demonstrating benefits to consumers. Matthias joined Adobe in 2022 and is Principal for Privacy & Security in the Central Europe Sales Organization. He is supporting customers in the region on their road to success. Before Adobe, Matthias worked several years in consulting for EY and held internal senior manager roles at Bayer and Adient.



## Donovan Sheppard

Senior Counsel, Data Privacy  
UCB

Mr. Donovan Sheppard has over ten years of experience in ICT law, privacy and data protection, and cybersecurity. He currently serves as the Head of Legal Data Privacy and Global DPO at UCB. He holds the CIPP/E and Data Protection Auditor certifications, demonstrating his strong expertise in the fields of privacy and data protection, ICT, and business laws. Until late 2024, he was a member of the board and executive committee of the IBJ-JJE, the professional association of in-house lawyers in Belgium, where he actively contributed to the promotion and recognition of the legal profession.

Mr. Sheppard is passionate about privacy, digital transformation, and Legal Design, recognizing the opportunities and challenges they present. He values innovation, collaboration, and trust, consistently striving to provide pragmatic and compliant solutions. His commitment is to enable UCB to create valuable solutions that enhance the lives of individuals living with neurological and autoimmune conditions, ensuring that data is used responsibly.



## Sheikh Mahbub Habib

Head of Cybersecurity and Privacy Innovation  
Continental

Dr. Sheikh M. Habib is the Head of Cybersecurity and Privacy Innovation at Continental Automotive. He drives strategic product innovation initiatives in the field of automotive cybersecurity and privacy in his current role. Dr. Habib has a doctoral degree (Dr. rer. nat.) in Computer Science (Profile topic: Cybersecurity and Privacy) from TU Darmstadt, Germany. Before he joined the automotive industry, he was a lecturer and research group leader at the university.



## Gonzalo Caro

Associate DPO  
Meta

Gonzalo Caro is an Associate Data Protection Officer at the Office of the DPO (ODPO) at Meta Platforms Ireland, having joined the company in 2018. Prior to joining Meta, Gonzalo worked at Microsoft for 17 years. His career journey began in enterprise operations and evolved into Governance, Risk Management, and Compliance roles, with a focus on Data Protection over the past decade.

His main areas of interest include governance and accountability frameworks, operationalising risk methodologies, and regulatory engagement—currently leading the latter for the ODPO at Meta.

Gonzalo holds a BA (Hons) in Business Management from Dublin Business School and also completed studies in Philosophy and Logic in his native Badajoz, Spain. He holds CIPP/E, CIPM, and CIPT certifications, as well as a certification in Data Protection from University College Dublin.



## Jeremy Rollison

Senior Director, EU Government Affairs  
Microsoft

Jeremy Rollison is Senior Director of EU Government Affairs within Microsoft's Corporate, External & Legal Affairs (CELA) group. He leads the team in Brussels responsible for Twin Transition policy topics and corresponding regulatory engagement on issues ranging from data governance and intellectual property to sustainability, accessibility, SME/startup policy, tax, trade, gaming, and digital skills.

With an individual focus and background on data policy—namely, privacy (CIPP/E), lawful access, and IP considerations—he is responsible for much of Microsoft's engagement with European stakeholders and partners on policy surrounding emerging data issues, particularly the challenges and opportunities related to data sharing, access, and use in the provision of cloud and artificial intelligence (AI) services in Europe.

Prior to joining Microsoft, he worked at Nokia in the company's EU Government Relations office, focusing on IP, copyright, and privacy policy. He also served as Director and Secretary-General of the European Digital Media Association (EDIMA; now Dot.Europe) in Brussels. He has over 15 years of EU public policy experience focusing on the development and delivery of digital and online services in the Internal Market and corresponding EU regulatory policy.



## Marie Zavoralová

Vice President, Data Protection Officer,  
Regulatory Compliance  
UniCredit

Marie Zavoralová began working at the Capital Market Legislation Department of the Ministry of Finance of the Czech Republic in 2011 while studying at the Faculty of Law at Masaryk University in Brno. In 2013, she joined Česká spořitelna in a Compliance position, focusing on capital market regulation. Between 2016 and 2020, she worked for the consulting firms Deloitte Czech Republic and EY Luxembourg, providing regulatory advisory services to financial institutions in the Czech Republic, Slovakia, Poland, and Luxembourg. In 2020, she joined UniCredit Luxembourg, where she leads a team dedicated to capital market regulation and she holds position of Data Protection Officer. She is a member of the Financial Markets & Intermediation Committee at ABBL and a member of the working group revising ABBL market standards for interpreting MiFID II rules in Luxembourg.



## Juraj Sajfert

Legal and Policy Officer in  
Data Protection Unit (C.3) of DG JUST  
European Commission

Juraj is an EU official at the Data Protection Unit of DG Justice and Consumers of the European Commission. He is working on the development and application of EU data protection law for more than a decade. Juraj has been closely involved in the process of drafting and negotiating the new EU data protection legislation, particularly focusing on the Data Protection Directive for police and criminal justice authorities, the Data Protection Regulation for Union institutions and bodies and data protection rules for the European Public Prosecutors' Office and Eurojust. He publishes regularly on topical issues for data protection in the area of law enforcement.



## Agne Sanders

Director, Head of Data Privacy,  
Responsible AI & Ethics, Investment Bank  
Barclays

Strong passion for data, responsible AI & ethics, technology and privacy law with an exceptional talent for navigating data challenges across these different areas. Manages the design and development of scalable, reliable and embedded data solutions and integrated data products. Data-driven thought leader in driving data strategy, regulatory and technical change programs, emerging technical solutions and business outcomes. Guides large, cross-functional teams end-to-end through projects to achieve desired goals. Committed to continuous process and tools improvement to enhance user and stakeholder experiences. Shapes the client's industry image by creating integrated business and data strategies.



## Heidi Mäkelä

Director of Group Tech & Data Legal,  
Special Investigations and Whistleblowing Team  
Telia Company

Heidi Mäkelä (LL.M. with court training, CIPP/E) is a seasoned legal professional and leader with extensive experience in technology, data and marketing-related legal matters. She leads the Group Tech & Data Legal, Special Investigations and Whistleblowing Team at Telia Company, a telecommunications provider in the Nordics and Baltics.

Her team supports Telia's Common Technology Unit and Group Functions, ensuring aligned legal advisory and unified legal requirements across all business units. They operate in five countries, partnering with local lawyers and business units.

Heidi is a regular speaker at seminars and conferences and actively contributes to industry best practices and policies through various working groups. She holds a Master of Laws degree from the University of Turku in Finland.

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