

9TH ANNUAL PRIVACY & DATA PROTECTION SUMMIT

23-24 OCTOBER 2025 | CEST

HOTEL WARWICK GRAND-PLACE
BRUSSELS, BELGIUM

In-person And
Online Passes
Available



CHAIRMAN



Victor Gene Tolnay
Privacy Leader



Gonzalo Caro
Deputy Data
Protection Officer
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



Jeremy Rollison
Senior Director,
EU Government Affairs
Microsoft



Ioana Farcas
Global Privacy Director
UPS



Nicolas Grunder
Chief Counsel Digital
& Data Privacy
ABB



Emma Di Iorio
Senior Data Privacy Director
Diageo



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



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



Sheikh Mahbub Habib
Head of Cybersecurity
and Privacy Innovation
AUMOVIO



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



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



Kim Frampton
Luxembourg Privacy
Officer and Counsel
Vodafone



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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



Platinum
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Exhibit
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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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This agenda is not for public distribution

08:30 | CEST 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 SPONSORSHIP SLOT



Case Study Presented by MineOS

Speaker TBC
MineOS10:30 Case Study: Law Enforcement Access to Data Held by
Private Companies - Striking the Right Balance

The security objectives pursued by law enforcement access to personal data must be balanced with fundamental rights requirements, in particular those of privacy and personal data protection. What are some of the methods to strike the right balance, positioning 'privacy v. security' discussion in a proper empirical and theoretical framework?

Juraj Sajfert

Legal and Policy Officer

in Data Protection Unit (C.3) of DG JUST
European Commission11:00 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
Microsoft12:00 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
UniCredit12:30 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 Company13:00 Business Lunch BALANCING PRIVACY AND TECHNOLOGY:
EXCELLING IN THE AGE OF AI14:00 WORKSHOP Scaling Privacy by Design: Engineering
Compliance Across Complex Systems

In this hands-on workshop, participants will map privacy-by-design across enterprise systems, assess AI/ML use cases for compliance risks, and evaluate real marketing campaigns through a GDPR lens. The session ends with a collaborative case study, where attendees co-create solutions for cross-border data flows and governance. You'll leave with a practical privacy toolkit and strategies to scale compliance without slowing innovation.

14:30 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 & Security Central Europe
Adobe15:00 Case Study: Future of Global Privacy Governance in a
Fragmented Regulatory Landscape – Key
Considerations from a Multinational Company

- **Diverging Regulations and Localized Data Strategies** – Certain jurisdictions continue to implement unique privacy laws complicating compliance efforts. Companies need to adopt region-specific data handling, storage and transfer protocols to align with local laws. How does a multinational company deal with the different requirements across jurisdictions?
- **Increased Compliance Costs and Efforts** – Ongoing legal updates and enforcement actions will drive the need for dedicated privacy teams and legal expertise
 - Regulatory Risk Management – Proactive monitoring of legislative trends and investments in training and awareness will be essential to foster privacy by design and avoid fines and reputational damage – what kind of training and monitoring activities can be pursued?
 - Federated Model – Embed Privacy Practitioners and champions in key business functions and jurisdictions – what does it mean in practice and how is it maintained?
- **Privacy as a Differentiator** – Transparent data governance can enhance trust and competitive advantage globally.

Ioana Farcas

Global Privacy Director
UPS15:30 Afternoon Tea and Networking Break 15:50 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

Head of Legal Data Privacy
& Data Protection Officer
UCB16:20 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 

08:30 | CEST 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 CaroDeputy Data Protection Officer
Meta10:30 Case Study: **Know-How Protection – Touchpoints
with AI, Privacy and the EU Data Act**

Know-how protection and trade secrets are commonly associated with intellectual property rights. The increasing regulation of data, AI and cyber security raises questions as to the touchpoints between know-how protection and the different topics. This session will include the following:

- Basics of know-how protection and trade secrets
- Touchpoints with AI, privacy and cyber security
- Trade secrets under the EU Data Act

Nicolas GrunderChief Counsel Digital & Data Privacy
ABB11:00 Morning Coffee and Networking Break 11:30 WORKSHOP **The DPIA Sprint:
Mapping Privacy Risks in AI Systems ***

This hands-on session walks participants through the completion of a full Data Protection Impact Assessment using a realistic enterprise scenario. Working in small groups, attendees will define the processing activity, map data flows, assess risks, and propose mitigation measures. With live facilitator guidance and practical templates, the session is designed to build confidence in conducting DPIAs and to provide a reusable framework for future assessments.

Kim FramptonLuxembourg Privacy Officer and Counsel
Vodafone**FUTURE-PROOFING TRUST: HARNESSING DATA
PRIVACY FOR BUSINESS GROWTH**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 HabibHead of Cybersecurity and Privacy Innovation  AUMOVIO12:30 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 CroweGlobal Head of Privacy,
Data and Cyber Regulatory Office,
Ethics and Regulatory Compliance
Nokia13:00 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. UlmerSVP, Global Data Privacy Officer
Deutsche Telekom14:40 Case Study: **Policy, Privacy, and Profit:
How Forward-Thinking Regulation
Fuels Responsible AI Leadership**

- Privacy regulation competitive advantage, rather than as compliance burdens; increasing global market access, and long-term brand trust
- How evolving regulatory landscapes are shaping AI deployment requirements
- The intersection of legal compliance, ethical design, and business value
- Strategic opportunities to lead in the AI space through privacy-first innovation

Emma Di IorioSenior Data Privacy Director
Diageo

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

* TBC

SPOTLIGHT ON OUR SPEAKERS

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Victor Gene Tolnay
Privacy Leader

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.



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.



Gonzalo Caro
Deputy Data Protection Officer
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.



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.



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.

SPOTLIGHT ON OUR SPEAKERS

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Nicolas Grunder
Chief Counsel Digital & Data Privacy
ABB

Nicolas is Global Lead Counsel Digital, Data & Cyber at ABB. He co-leads ABB's Legal & Integrity AI enablement group and his areas of practice include advising the Group on all legal, regulatory and governance matters related to the adoption of artificial intelligence as well as on cyber security. Before joining ABB in 2013, Nicolas served as legal counsel at IBM in Europe where he counselled in all areas of IT law. Prior to his corporate experience, Nicolas worked in private practice advising on M&A and private equity matters related to information technology. He was educated at the University of Basel, Switzerland, and the London School of Economics, UK. Nicolas is based in Zurich, Switzerland.



Donovan Sheppard
Head of Legal Data Privacy & Data Protection Officer
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-IJE, 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.



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.



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.



Ioana Farcas
Global Privacy Director
UPS

Ioana Farcas is the Global Privacy Director at UPS with over a decade of experience in privacy compliance, risk assessment, and data subject rights management. Ioana manages and directs the UPS Global Privacy Office, through a global team spread across the US and Europe. She has played a pivotal role in UPS's global privacy initiatives, including GDPR and US state law compliance, and holds several privacy certifications from the IAPP (CIPP/E, CIPP/US and CIPM). Her career began in legal and compliance roles in Brussels, and she has since worked across various departments such as Legal, Internal Audit Compliance & Ethics, and Corporate Security. Outside of work, she enjoys outdoor activities, travel, and spending time with her family.



Sheikh Mahbub Habib
Head of Cybersecurity and Privacy Innovation
AUMOVIO

Dr. Sheikh M. Habib is the Head of Cybersecurity and Privacy Innovation at AUMOVIO. 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.

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- Interactive Focus Sessions
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