9TH ANNUAL PRIVACY & DATA PROTECTION SUMMIT

In-person And Online Passes Available

23–24 OCTOBER 2025

WARWICK GRAND-PLACE
BRUSSELS, BELGIUM

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CHAIRMAN

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

SPEAKER LINE-UP

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

Jeremy Rollison
Senior Director, EU Government Affairs
Microsoft

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

David Mallon
VP Data Protection, Risk and Compliance
Qatar Airways

Paul Watson
Vice President, Head of Data Privacy
Barclays

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

Sheikh Mahbub Habib
Head of Cybersecurity and Privacy Innovation
Continental

Gonzalo Caro
Associate DPO
Meta

Matthias Ratajczyk
Principal Privacy & Security Central Europe
Adobe

Heidi Mäkelä
Group Legal Privacy Director
Telia

Nicolas Grunder
Chief Counsel Digital & Data Privacy
ABB

Manish Jangid
Associate Director Data Protection & End Point Security
Novartis

Nádia Costa
Global Privacy Senior Director
IQVIA

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

Donovan Sheppard
Senior Counsel, Data Privacy
UCB

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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
Warwick Grand-Place Brussels

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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

adidas · zalando · GSK · Linklaters · PHILIPS · DELL Technologies · Pearson

IBM · The Coca-Cola Company · Pfizer · usbank · Airbus Defence & Space · HSBC · Telefónica

Deloitte. Legal · Baker McKenzie. · Davis Graham · RG · Mercedes-Benz · standard chartered · BDO · Adobe

mastercard · Nestlé · Philips · GENERALI · EY · Unilever · eni · ...& MANY MORE!

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DAY 1

23 OCTOBER 2025

9TH ANNUAL PRIVACY & DATA PROTECTION SUMMIT

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 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:

Navigating the Next Chapter of EU Data Protection: From GDPR to the Data Union Strategy

As data-driven innovation accelerates, the European Union is evolving its data protection framework beyond GDPR. This session will explore the transition from GDPR to the upcoming Data Union Strategy, highlighting how this new approach aims to enhance data sharing, streamline compliance, and maintain robust privacy protections across the EU. Participants will gain insights into key policy changes, their practical implications, and how organizations can prepare to remain compliant in a rapidly changing regulatory landscape.

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

This session explores how leading organizations are developing agile, scalable strategies to navigate overlapping and often conflicting data protection laws. We'll examine practical approaches to building global privacy frameworks, operationalizing local compliance, and leveraging technology to automate risk management, consent tracking, and data subject rights. Key insights will include aligning privacy with business objectives, balancing innovation with regulation, and managing vendor and cross-border data risks. Attendees will walk away with actionable strategies for staying compliant, resilient, and competitive in a world where privacy is no longer optional—but a business-critical differentiator.

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:

From Policy to Practice: Aligning GDPR & NIST Cybersecurity Frameworks

Navigating data protection and cybersecurity can be challenging for organizations operating across multiple jurisdictions. This session will explore how to align the General Data Protection Regulation (GDPR) with the NIST Cybersecurity Framework, bridging the gap between privacy compliance and robust security practices. Participants will learn practical strategies for integrating GDPR's data protection principles with NIST's security controls, ensuring a cohesive approach to safeguarding sensitive data while maintaining regulatory compliance.

Donovan Sheppard
Senior Counsel, Data Privacy
UCB

BALANCING PRIVACY AND TECHNOLOGY: EXCELLING IN THE AGE OF AI

14:00 Case Study:

AI-Driven Privacy Automation: The Next Frontier in Data Governance

This session explores how artificial intelligence (AI) is transforming data governance, automating privacy management, and enhancing compliance efficiency. Discover how AI-powered solutions can identify sensitive data, enforce data protection policies, and detect privacy risks in real time. Learn best practices for implementing AI-driven privacy automation without sacrificing transparency or accountability.

Nicolas Grunder
Chief Counsel Digital & Data Privacy
ABB

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

Paul Watson
Vice President, Head of Data Privacy
Barclays

15:00 Case Study:

Future-Proofing Consumer Rights: Adapting to Privacy and Data Protection Shifts

As digital ecosystems evolve, consumer rights are at the forefront of privacy and data protection discussions. This session will explore how organizations can future-proof consumer rights by adapting to emerging regulations, such as the EU Data Act and evolving GDPR guidelines. Participants will gain insights into best practices for ensuring data transparency, user consent, and secure data management, while maintaining compliance and building customer trust in a rapidly changing landscape.

Matthias Ratajczyk
Principal Privacy & Security Central Europe
Adobe

15:30 Afternoon Tea and Networking Break

15:50 Case Study:

Building Scalable Privacy Governance in a Multi-Jurisdictional Environment

This session offers a practical look into how IQVIA is building and sustaining scalable privacy governance across 80+ countries. Attendees will gain insights into aligning global frameworks with local requirements, developing internal procedures that ensure consistency while allowing flexibility, and operationalizing regulatory updates across functions and geographies. The session will also highlight strategies for embedding privacy into contracting processes, supporting employee data protection in global projects, and creating organization-wide awareness through training and culture programs. Learn how legal teams can move beyond advisory roles to become strategic enablers of privacy-by-design in large, complex enterprises—and how to future-proof governance models for agility in a shifting regulatory landscape.

Nádia Costa
Global Privacy Senior Director
IQVIA

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 1

18:00 Networking Dinner

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DAY 2

24 OCTOBER 2025

9TH ANNUAL PRIVACY & DATA PROTECTION SUMMIT

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 SPONSORSHIP SLOT

A Comprehensive Approach to Building a Robust Data Protection Technology Stack

This session offers a deep dive into the technologies and methodologies behind a modern, resilient data protection strategy. We'll explore how to build a scalable privacy tech stack that supports global compliance (GDPR, CCPA, EU Data Act) while enabling business agility and growth. From data discovery, classification, and automated risk assessments to real-time monitoring, encryption, and governance integration — you'll gain practical insights into what makes a tech stack effective and future-ready. We'll also look at how AI, automation, and cloud-native tools streamline compliance, reduce risk, and protect data across hybrid and multi-cloud environments. Finally, learn how to embed privacy by design into your architecture to build trust with customers, regulators, and stakeholders.

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:

Beyond Compliance: Proactively Managing Data Privacy Risks *

In an era where data is a critical asset, managing privacy risks requires more than just regulatory compliance. This session explores how organizations can adopt a proactive, risk-based approach to data protection, identifying and mitigating risks before they become costly incidents. Learn practical strategies for conducting effective risk assessments, integrating risk management into your privacy program, and leveraging technology to automate risk detection. Discover how to transform privacy risks into opportunities for strengthening trust and enhancing organizational resilience.

David Mallon
VP Data Protection, Risk and Compliance
Qatar Airways

11:00 Morning Coffee and Networking Break

11:30 Case Study:

Navigating the Regulatory Tsunami with Smart Incident Readiness

This session explores how to stay ahead of growing regulatory expectations by adopting a smart, proactive approach to incident readiness. 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 aligning incident response with regulatory requirements
- How to leverage automation to improve detection, reporting, and containment
- 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

FUTURE-PROOFING TRUST: HARNESSING DATA PRIVACY FOR BUSINESS GROWTH

12:00 Case Study:

Learning from Cyberattacks: Gaps in AI Perception Systems

This session offers a critical analysis of vulnerabilities in AI perception systems exposed by recent cyberattacks. Participants will explore how these attacks exploit weaknesses in data processing, model training, and real-time decision-making. The discussion will focus on identifying key gaps, understanding their impact, and exploring best practices for strengthening AI resilience, ensuring that systems can detect, withstand, and recover from malicious interference.

Sheikh Mahbub Habib
Head of Cybersecurity and Privacy Innovation
Continental

12:30 Case Study:

Trust, Transparency, and Accountability: Managing Whistleblowing and Corporate Investigations at Scale

In a world where transparency is critical for maintaining trust, effective whistleblowing and corporate investigations are essential for any organization. This session explores how to design, implement, and manage a scalable whistleblowing program that ensures confidentiality, integrity, and fairness. Drawing on insights from Telia's experience, it covers best practices for conducting thorough and compliant investigations, maintaining stakeholder trust, and using whistleblower reports to drive continuous improvement. Learn how to establish clear policies, protect whistleblowers, and foster a culture of accountability that aligns with global compliance standards. Discover practical strategies for balancing transparency and confidentiality, and understand how to leverage data from investigations to identify emerging risks. Equip your organization with the tools to manage sensitive disclosures effectively and maintain a trusted, compliant corporate environment.

Heidi Mäkelä
Group Legal Privacy Director
Telia

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

As organizations embrace remote work and decentralized operations, securing data at the endpoint has become a critical challenge. This session explores how to apply Zero Trust principles to endpoint security, ensuring that sensitive data is protected regardless of where it is accessed. Learn how to design a Zero Trust architecture for endpoints, implement strong access controls, and use continuous verification to minimize security risks. Discover best practices for integrating Zero Trust with existing security solutions and maintaining user productivity without compromising protection. Gain insights on leveraging advanced threat detection and response to protect data in a constantly evolving threat landscape.

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 | BERLIN, GERMANY

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.

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.

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.

Sheikh Mahbub Habib
Head of Cybersecurity and Privacy Innovation
Continental

As a leader of global research and innovation team in Cybersecurity and Privacy, Dr. Habib is dedicated to driving strategic initiatives that bridge cutting-edge technologies with tangible business value, particularly within the automotive sector. His cross-border experience in cybersecurity research and innovation management empowers him to lead cross-cultural innovation teams effectively, fostering collaboration among diverse stakeholders. He holds a doctorate (Dr. rer. nat) degree in Computer Science from Technische Universität Darmstadt, Germany.

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.

Nádia Costa
Global Privacy Senior Director
IQVIA

Nádia Costa is currently a Privacy Attorney within the Global Privacy Team at IQVIA, based in Lisbon, Portugal, following a previous posting in Basel, Switzerland. In this global role, she supports data protection strategy and compliance efforts across IQVIA's international operations.
Before joining IQVIA, Nádia was a Senior Associate at Vieira de Almeida e Associados (VdA) in Lisbon, where she was part of the TMT – Telecoms & Media, Privacy & Data Protection, IT & Outsourcing practice groups. In addition to her work in the corporate and technology sectors, she also advised clients in the third sector, including associations and foundations, focusing on legal and regulatory matters related to data and privacy.

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.

Donovan Sheppard
Senior Counsel, Data Privacy
UCB

Mr. Donovan Sheppard has over ten years of experience in corporate 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 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 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 empower UCB in creating valuable solutions that enhance the lives of individuals living with neurological and autoimmune conditions, ensuring that data is used responsibly.

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.

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1

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2

Name:

Position:

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3

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