



# DEBATING ETHICS:

DIGNITY AND RESPECT IN DATA DRIVEN LIFE

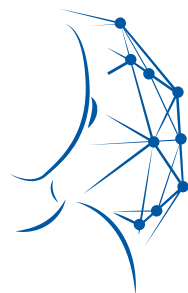
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40th International Conference  
of Data Protection and Privacy Commissioners

22-26 October 2018

# CONFERENCE REPORT

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# CONFERENCE REPORT

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# OVERVIEW OF THE WEEK

## Event overview of the week, Brussels

Date	Time	Event	Venue
Sunday 21 October 2018	19:30 - 21:30	Closed Session Welcome cocktail	Brussels Town Hall
Monday 22 October 2018	09:00 - 18:00	Closed Session	Palais d'Egmont
	19:30 - 22:00	Closed Session dinner	Concert Noble
Tuesday 23 October 2018	09:00 - 14:00	Closed Session	Palais d'Egmont
	14:00 - 17:00	Side events	Venues in the European District
	18:30 - 20:30	Welcome cocktail	Magritte Museum
Wednesday 24 October 2018	09:00 - 17:30	Public Session	European Parliament
	19:00 - 23:00	Gala Dinner	Autoworld
	09:00 - 12:30	Public Session	European Parliament
Thursday 25 October 2018	12:30 - 14:00	Public Session lunch	European Parliament
	14:30 - 17:30	Side events	Venues in the European District
Friday 26 October 2018	09:00 - 18:00	Social Activities	Sightseeing in Brussels and tours to nearby cities

## Event overview of the week, Sofia

<b>Date</b>	<b>Time</b>	<b>Event</b>	<b>Venue</b>
Monday 22 October 2018	09:00 - 17:30	Plenary session	National Palace of Culture, Sofia
	19:30 - 22:00	Gala dinner	
Tuesday 23 October 2018	09:00 - 17:30	Plenary session	National Palace of Culture, Sofia
	19:30 - 22:00	Dinner	
Wednesday 24 October 2018	09:00 - 17:30	Public Session	Live webstreaming from the European Parliament, Brussels
Thursday 25 October 2018	09:00 - 12:30	Public Session	Live webstreaming from the European Parliament, Brussels
Friday 26 October 2018	09:00 - 18:00	Social Activities	Cultural programme: guided visit of the city of Plovdiv, European Capital of Culture 2019

A portrait of Giovanni Buttarelli, a middle-aged man with grey hair, wearing a dark blue suit, white shirt, and patterned tie. He is smiling slightly and looking towards the camera. The background is a blurred indoor setting with a white curtain.

# FOREWORD

It is my privilege and pleasure to present the official report of the 40th edition of the International Conference of Data Protection and Privacy Commissioners.

Data protection in recent years has moved from the margins to the mainstream of public policy, commerce and citizen advocacy. The week of discussions we had the honour of hosting at the end of October 2018 represented, in my view, a showcase of the maturity, expertise and openness of independent data protection regulators in tackling the most urgent and complex issues of our time.

Privacy is one of the most basic of human needs, and we are in the business of ensuring that it is respected, irrespective of the directions the winds of political and technological change may be blowing at any given time. Globalisation of markets and rapid growth in connectivity to over 50% of the world's population are putting pressure on the values which have taken centuries, if not millenia, to develop through human interaction. The uneven allocation of the benefits of the growth of computational capabilities – the 'Digital Dividend' - threaten to violate what should always be inviolable – human dignity.

We chose ethics therefore as the theme of this year's conference, because we wanted to interrogate the notions of right and wrong around the world and across different disciplines which underpin law, technology and how people behave. The topic tied seamlessly into the deliberations of the data protection commissioners in the Closed Session of the conference. Our aim was to start a global conversation about sustainable approaches to developing and deploying digital technology, from machine learning to sensors to biotech. Thanks to a range of wonderful speakers and the over 1000 engaged, intelligent participants in the conference and its side events, I feel satisfied that this aim was met. Now the hard work begins. There are no easy answers. But the EDPS will continue to help facilitate these discussions, including through a programme of regular follow-up debates, to be released as podcasts, to delve deeper into some of the many themes which we were only able to touch upon in the limited time available.

We would like to thank the dozens of people who worked intensively for months to make the conference such a success. The event was financed wholly from our own budget allocated from the EU budget and from the registration fees, without any sponsorship.

It was a special moment for us, for the institutions of the EU and for the growing global data protection community.

Giovanni Buttarelli



## CLOSED SESSION

*"Technology is, for now, predominantly designed and deployed by humans, for purposes defined by humans. But we are fast approaching a period where design, deployment and control of new technologies and technological processes are delegated to machines.*

*But before we start to think about the humanised robots of tomorrow, we should consider the 'robotised humans' of today."*

**Giovanni Buttarelli,**  
European Data Protection Supervisor

The International Conference of Data Protection & Privacy Commissioners (ICDPPC) is a recognised international organisation.

Throughout its 40 year history, the conference has met each year, bringing together data protection authorities from local, national and international levels, to share knowledge and to offer support.

**The ICDPPC Executive Committee, among its other responsibilities, assesses the applications from member authorities to host the next conference. In early 2018, the Committee announced that the 2019 conference will be hosted in Albania by the Office of Information and Data Protection Commissioner (IDP).**

The ICDPPC Executive Committee sets the agenda for the closed session. In 2018, for the first time, the central theme of the closed session was directly connected to the theme of the public session.

Held on Monday 22 and Tuesday 23 October 2018 at the prestigious Palais d'Egmont, the closed session which is open only to accredited members and observers of the ICDPPC, discussed ethics and artificial intelligence (AI). The 2018 closed session gathered a record number of 236 delegates from 76 countries.



There are few authorities monitoring the impact of new technologies on fundamental rights so closely and intensively as data protection and privacy commissioners. This year, the conference continued the discussion on AI which began at the conference in Marrakesh two years ago with a reflection paper from the EDPS.

It is evident that some applications of AI raise immediate concerns about data protection and privacy; but it also seems generally accepted that there are far wider-reaching ethical implications. Data protection and privacy commissioners made a forceful intervention at the closed session of the conference by adopting a declaration on ethics and data protection in artificial intelligence, spelling out six principles for the future development and use of AI - fairness, accountability, transparency, privacy by design, empowerment and non-discrimination - and demanding concerted international efforts to implement such governance principles. Conference members will contribute to these efforts in different ways including through a public consultation and a new permanent working group on Ethics and Data Protection in Artificial Intelligence.

The 2018 conference was also chosen by an alliance of NGOs and individuals, The Public Voice, as the moment to launch its own Universal Guidelines on Artificial Intelligence (UGAI). The twelve principles laid down in these guidelines extend and complement those of the ICDPPC declaration.

The closed session also adopted three other resolutions on **e-learning platforms**, on the **Conference Census** and on **collaboration between Data Protection Authorities and Consumer Protection Authorities** in addition to a **roadmap for the future of the International Conference**.

The decisions taken in the closed session will hopefully mean that the conference will grow and consolidate in ways that will reinforce cooperation on a global scale. Our aim as a community of regulators, is to send ourselves a signal to interact much more with people outside our comfort zone, outside the world of data protection experts.





# Debating Ethics:

## Dignity and respect in data driven life

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### Public Session

On Wednesday 24 October and Thursday 25 October 2018, the public session of the 40th International Conference of Data Protection and Privacy Commissioners took place in the Hemicycle of the European Parliament in Brussels, the seat of the world's largest transnational parliament.

The conference welcomed over 1000 delegates, including members and observers of the ICDPPC, as well as private and public sector attendees, academics, civil society representatives and journalists. They engaged in an inclusive, cross-disciplinary and interactive debate on the digital revolution and its impact on our lives as individuals and the functioning of our societies.

### **HOW CAN DIGITAL ETHICS HELP TO MAINTAIN RESPECT AND DIGNITY IN OUR TECH-DRIVEN WORLD?**

#### **Day 1**

- the role of technology in human history and how together we can shape the future
- what "ethics" means and how law and ethics strengthen each other
- the latest tech innovations and their impact on individuals' privacy, autonomy and self-determination
- new technologies' implications for society and democracy
- the global picture

#### **Day 2**

- the role of data protection authorities in governing responsible digitalisation
- potential paths ahead developed in a Creative Café
- conclusions





## DAY 1 | Wednesday, 24 October

Day one of the public session started with European Data Protection Supervisor, Giovanni Buttarelli setting out his vision for a digital ethics, followed by discussions on how technology is changing the way individuals behave and interact and also its impact on society at large.

### SESSION 1: THIS DIGITAL LIFE

#### Is technology designed to serve humankind?

Maria Farrell, writer

Maria Farrell, who writes and consults extensively on technology, internet policy and community, kicked off the public session with a scene-setting presentation on lessons from past cycles of technological innovation and our collective responsibility for shaping the future.

*"We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run." - Amara's Law*

A passionate story teller herself, she suggested that stories and imagination are the way we curate the world and design the future. She pointed to the many examples in history of people dreaming and realising the impossible. With a critical look at Silicon Valley and at China's Social Credit System, Ms Farrell emphasised that those who fail to imagine their future are condemned to live some else's version of it.



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*"We don't get to sit this one out, we don't get to say it's too hard, we don't get to say it's someone else's job. We have to preserve our individual privacy, autonomy and agency to get the futures we want." - Maria Farrell*

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Watch the full presentation here: <https://www.youtube.com/watch?v=u31m2e9jGww>





## Opening Speech | Beyond compliance: Why Digital Ethics?

Giovanni Buttarelli, European Data Protection Supervisor

Following a standing ovation, European Data Protection Supervisor, Giovanni Buttarelli, gave an inspirational speech in which he set out the strategic importance of defining a truly global digital ethics that safeguards dignity and respect for individuals and groups in the decades to come.



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*"This is not a standard privacy or data protection conference. It is a conference about the human values which underpin privacy and data protection."*

*- Giovanni Buttarelli*

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Mr Buttarelli explained the universality of privacy as rooted in human evolutionary traits. He said that individuals need their own space to think, create and develop their personalities. This being vital for the development of humankind, he continued, society is expected to respect the need for privacy.

He highlighted the great advances in data protection over the last decades, but also pointed to the emergence of an entirely new generational shift in the way we conceptualise privacy. Digitised society is being shaped by new socio-technical forces, he explained, by globalisation, by the digitalisation of our economies, the service sector, politics and governance, and our social relations. Digitalisation has no boundaries, he said, it injects itself into our most intimate spaces: relationships, communication, attention.

Mr Buttarelli outlined the dangers of automation undermining human decision-making and control with examples including automated weapons systems, algorithmic decision making in criminal sentencing, hate speech on social media, biometrics, robotics and questions of accountability.

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*"Not everything that is legally compliant and technically feasible is morally sustainable." - Giovanni Buttarelli*

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He shared his understanding of ethics coming before, during and after the law, informing how laws are drafted, interpreted and revised and filling the gaps where the law appears to be silent. Pointing to the need of a global consensus on what is ethical in the digital sphere, he officially opened the conference with an invitation to define the values of the future.

Watch the full speech here: <https://www.youtube.com/watch?v=2gG1kYOL3a0>





## Keynote address

Tim Cook, CEO, Apple Inc.

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*"It is a true privilege to be introduced by a statesman I greatly admire, Giovanni Buttarelli" - Tim Cook*

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In his much-anticipated keynote address, Tim Cook made a strong call for digital ethics and highlighted how important such moments of collective deliberation like the conference are, paying tribute to its hosts.

Mr Cook asserted that technologies are driving breakthroughs in humanity's greatest projects, from preventing and fighting disease to curbing the effects of climate change. Yet, he continued, we also see painfully how technology can harm rather than help. He pointed to rogue actors, including governments, that have abused user trust to incite discrimination, hate and violence and undermine our shared sense of what is true and what is false.



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*"Our own information, from the everyday to the deeply personal, is being weaponised against us with military efficiency" - Tim Cook*

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Closing his keynote address, Mr Cook emphasised the "enormous responsibility" of developers in ensuring technology serves humankind and urged those who believe in technology's ability for good to act now.

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*"Now more than ever, as leaders of governments, as decision makers in business, and as citizens we must ask ourselves a fundamental question: What kind of world do we want to live in?" - Tim Cook*

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Watch the full speech here: <https://www.youtube.com/watch?v=kVhOLkIs20A>

## SESSION 2: RIGHT VERSUS WRONG

### Ethics and the internet Sir Tim Berners-Lee

In his keynote speech about ethics and the internet, the inventor of the World Wide Web, Sir Tim Berners-Lee, highlighted the “socio-technical” nature of the internet and digital systems in general. They are governed by our laws, policies and motivations and, therefore, by the ethics of the people who contribute to them, he noted.



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*“As we are designing the system, we are designing society. ... Everything has to be put out there as something that we think will be a good component of our society.” - Sir Tim Berners-Lee*

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He took the audience on a journey through life online, exploring various online rights, from the right to privacy to the freedom from manipulation, from the right to share one’s data to the right to control it, from the right to free speech to net neutrality and the right to connect to anyone without censorship. He referred to the challenges raised by aspects of online rights appearing to conflict with each other, as well as to the dilemma of supporting good online content, while censoring the bad.

Highlighting that soon more than 50% of humanity will be connected to the web, Sir Berners-Lee closed by acknowledging that the debate is not simple, calling for genuine commitment from everyone.

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*“Ethics are anthropogenic as well, are created, are designed. That is also why they are not self-evident. We need to put them out there.” - Sir Tim Berners-Lee*

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Watch the full speech here: <https://www.youtube.com/watch?v=VsJOWl2opgl>





## What is Ethics?

Anita Allen, Professor of Law and Professor of Philosophy,  
University of Pennsylvania

With ethics and its relationship with the law as the underlying theme of the public session, Professor Allen took the conference on a journey through the history and role of ethics in human societies.



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*"A perhaps uniquely human capacity, ethics combine conduct and character in practical understandings of what is required if we are to live well, both for our own sakes, and for the sake of others whose fates we must share." - Anita Allen*

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She explained how ethics, if understood broadly, is convergent with the law, contrary to the concern of those who fear that ethics might undermine the law. They both promote the moral values on which societies decide to base their functioning and coexist as social mechanisms for addressing the same human limitations.

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*"In a civilised society, law floats on a sea of ethics."*  
- Anita Allen

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After the atrocities of World War II, ethics were consolidated in declarations and charters, defining human rights principles that have come to pervade legal and political culture around the globe. Acknowledging that important details of moral life can differ from one community to the next, she asserted that many general values and principles, including dignity, respect and privacy, are shared and can be a basis of collective reflection about how to respond to change occurring in data driven society.

Noting that the 21st century and the emergence of digital technologies have added complexity to moral reasoning, Professor Allen warned that when a group of nations, a single nation, or an organisation of professionals begins to focus on ethics, it is a sign of a serious problem. She called on everyone to discuss ethics proactively, rather than as a reaction to something gone wrong. This danger is great, she said, and preventing it will require deep, honest and selfless thinking.

Watch the full speech here: <https://www.youtube.com/watch?v=Ztp1Ekf61cQ>





## Right versus Wrong: PANEL DISCUSSION

### *What can we learn from the past to help us shape our future?*



Moderator: **Urs Gasser**, Professor at Harvard Law School and Director of the Berkman Klein Center, University of Harvard



**Effy Vayena**, Professor of Bioethics at the Health Ethics and Policy Lab, ETH Zürich



**Timothy Caulfield**, Professor of Law at the University of Alberta and Canada Research Chair in Health Law and Policy



**Pascale Fung**, Professor and Director of the Centre for AI Research, Hong Kong University of Technology



**Norman Sadeh**, Professor in the School of Computer Science at Carnegie Mellon University

This first panel discussion of the conference featured renowned ethicists and scholars that offered insights into the application of ethics in different fields and the lessons learned. Urs Gasser moderated the panel and introduced its core theme: Where do ethical norms come from, how do they emerge, who influences that process?

Timothy Caulfield noted that more often than not, debates around ethics are driven by pop culture, and hype about benefits and drawbacks, rather than evidence and rationality. He gave the example of stem cell research being legal and promoted in the UK, but altogether illegal in Canada, and called for a more careful culture of deliberation in policy making.

Effy Vayena demonstrated how moral rules develop continuously and highlighted the need for constant evaluation and discussion about them. She described how the evolution of the concept of informed consent in biomedical research was long and complex, finding full consolidation only after decades of debate.

Pascale Fung spoke from the perspective of an engineer and deconstructed the myth of science as objective and free from cultural structures. She argued that this belief has erroneously led scientists to overlook the human and societal impact of their work and suggested that in our digital age, when new technologies get adopted so quickly, traditional scientific standards are not sufficient to ensure tech is designed in ways that support humanity.

Norman Sadeh, whose team has been developing tools that help users make informed decisions on how they share their data through apps, pointed to human cognitive and behavioural limitations that lead us to overlook long-term consequences in favour of short-term benefits. Responsibility also lies with developers, he added and warned against manipulative language in privacy settings.

When Urs Gasser asked the panel for their reaction on those in the audience questioning the universality of ethics, the panel stressed that ethics will always be “work in progress”, but that there are fundamental principles that we all already agree upon.



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*“Ethics is a journey, it is not a destination.”*  
- Norman Sadeh

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Watch the full discussion here: <https://www.youtube.com/watch?v=V5-skRDaiuc>

## SESSION 3: THE DIGITAL DIVIDEND

### Video Message King of Spain, Felipe VI

King Felipe VI of Spain honoured the conference with a video message on the importance of data ethics in the digital age. Speaking for a country, in which data protection is a constitutional right, he highlighted that it is essential to truly understand the notion of data protection “serving” humanity. He shared his concerns about the dangers linked to the premature roll-out of new technologies for democratic institutions and pointed to the symbolic power of the conference taking place in the European Parliament.



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*“Governments and tech companies have to internalise that innovation needs to be accompanied by a reflection on its consequences and risks, as well as by comprehensive measures that facilitate rapid social adaptation to the changes and reduce friction and conflicts.” - King Felipe VI of Spain*

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Watch the King’s full speech here: <https://www.youtube.com/watch?v=Qe8D5QGmfH0>





## Opening presentation

### Jagdish Singh Khehar, 44th Chief Justice of India

In August 2017, the Indian Supreme Court, presided over by Chief Justice Jagdish Singh Khehar, ruled that privacy is a fundamental legal right and like European and American governments and regulators, criticised tech firms for gathering huge amounts of data.

Speaking about ubiquitous data in everyday life, the former Chief Justice of India described how on a typical day we interact with technology and data gathering as we look for the fastest traffic routes, message friends, family and colleagues, choose and book restaurants, listen to music or buy books online. This leaves electronic traces about us and raises new ethical and legal questions, he asserted.



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*"Privacy postulates the reservation of private space in which an individual has the right to be left alone. The notion of privacy recognises an individual's control over personal interest matters. A space forbidden to everyone, a zone which is free from societal compulsions and expectations." - Justice Jagdish Singh Khehar*

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Chief Justice Khehar also talked about the recent ruling of the Indian Supreme Court directing that several measures of the Aadhar act that established India's contested electronic identification system, be set aside or amended. The system is heavily criticised on many grounds, including privacy, surveillance, and exclusion from welfare benefits.

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*"It can be difficult to understand whether ethics can be enforced, but that is exactly what happened in India."*  
*- Justice Jagdish Singh Khehar*

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Watch the full speech here: <https://www.youtube.com/watch?v=yqkB3Lvz4Q>



## Facebook

### Mark Zuckerberg, CEO & Erin Egan, Vice-President

Speaking in a video message, Facebook's CEO told the conference that his company's job is to amplify the good and mitigate the harm and admitted, the past year had shown Facebook that it has more work to do.



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*"We want to work with you on this and we are committed to taking a broad view of our responsibilities."*  
- Mark Zuckerberg

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Following the CEO's message, Erin Egan, Vice-President and Chief Privacy Officer at Facebook, took the stage and iterated the importance of "putting people first, serving people, standing in their shoes."

Many at the conference criticised Facebook's advertisement-based business model. Touching on these comments, Ms Egan acknowledged that while Facebook runs on advertising in order to be free and accessible to all users, the company needs to get better at preventing misuse of its advertising system. Referring to the Cambridge Analytica scandal, she also acknowledged that "this has been a critical year for Facebook. We have made mistakes and there is no question that we need to do better."

## The Digital Dividend: PANEL DISCUSSION - Part one

### *How is digital technology changing how we think, behave and interact?*



Moderator: **Nuala O'Connor**, President and CEO of the Center for Democracy and Technology



**Tristan Harris**, Co-founder of the Center for Humane Technology



**Julia Angwin**, author of 'Dragnet Nation'



**Malavika Jayaram**, Executive Director of the Digital Asia Hub



**Clement Chen**, Assistant Professor of Law at the University of Hong Kong



**Raymond Serrato**, researcher at the Office of the United Nations High Commissioner for Human Rights



**Judith Duportail**, journalist

How are new technologies affecting our personal development, how we think and collect information, how we take decisions and the way we interact with others? This thought-provoking panel, moderated by Nuala O'Connor, gave the audience a flavour of how diverse the issues to be tackled are.

Judith Duportail, an investigative social media journalist, highlighted the increasing popularity of dating apps and their pervasive power over users' private lives, their relationships and bodies. She used the example of the scoring systems that Tinder uses to predefine who users are matched with and expressed concern about the way dating apps exacerbate biases, gender stereotypes and the feeling of insecurity and loneliness in users.

Raymond Serrato, who has conducted extensive research on social media and hate speech, reported about how the persecution of Rohingyas in Myanmar by the military was supported by thousands of social media accounts and groups, created to spread hate against the minority. Mr Serrato questioned the human rights responsibilities of social media platforms and also whether social media data can be used for good with truly informed consent by users.

Malavika Jayaram, director of the Digital Asia Hub, spoke of those most at a disadvantage. She highlighted that many are exposed to the technologies they use with almost no control or choice. Referring to China's social credit system, she coined the questions: What type of person does technology assume I am? What kind of life does that allow me?



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*"One basic thing is to be seen and treated as a human, not as a data point, not as something to be developed, not as something to be surveyed and profiled, not as one of a class or category, but as an individual – with everything flawed and wonderful and messy that comes with it." - Malavika Jayaram*

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Clement Chen, Assistant Law Professor at Hong Kong University, further explained China's social credit system. While this governance tool is intended to indicate and foster increasing trustworthiness of Chinese citizens, Professor Chen doubted that the datafication of an individual's morality or merits on the basis of past records could be justified. He pointed out that doing so reduces room for human agency.

Julia Angwin, who has been writing about the difficulty of going offline in today's interconnected world, highlighted the pervasiveness of digital technology. She pointed to the importance of researchers and journalists measuring this "social climate change" and furnish the debate with facts and evidence. Moreover, Ms Angwin explained how tech giants pose a threat to free press and called upon everyone in the room to support local news outlets.

Having worked as a design ethicist at Google and learned much about the company's approach to human persuasion, Tristan Harris suggested that entire business models needed to be changed and redesigned with a more compassionate view on human nature. Referring to targeted economic and political advertising, public sector nudging, filter bubbles and information eco-chambers, he warned of "ever better supercomputers pointed at our brains" and "ever better personalised manipulation".

Watch the full discussion here: <https://www.youtube.com/watch?v=DCB2pSjYwWM&>

## The role of ethics in the rulings of the European Court of Human Rights



### Video interview with Guido Raimondi, President of the European Court of Human Rights

In a video interview conducted by Sophie Kwasny from the Council of Europe, Guido Raimondi, President of the European Court of Human Rights, spoke about the role of ethics in the rulings of the ECtHR. He pointed to the concept of dignity as the basis, the source of all fundamental rights and the core principle of the European Convention on Human Rights. He said that many court decisions referred to it, including rulings on the right to private life and the freedom of expression.

Discussing court cases on dignity and the internet, Mr Raimondi also gave examples of where rights conflict and spoke about the challenges to ensure “that we always protect all of them.” When asked whether or not there is tension between new technologies and human rights, he answered that “we have to assure a good balance between the two” and brought the example of facial recognition techniques, which are a helpful tool in the fight against terrorism, but can also easily be abused for social surveillance and control.

Watch the full interview here: <https://www.youtube.com/watch?v=DB2ZggCogWM>



## Google

### Sundar Pichai, CEO & Kent Walker, Senior Vice-President



In a short video message, Google’s CEO Sundar Pichai spoke of the power of technology for good, and of the company’s responsibilities towards privacy and security. “We need to be responsible in how we use technology,” he said, “We want to make sound choices and build products that benefit society.” Mr Pichai acknowledged scepticism from the public and called attention to the fact that they had an incentive to maintain and rebuild user trust.

Taking the stage, Kent Walker, Google’s Senior Vice-President, shared with the conference that Google’s vision is anchored in three key principles: building for everyone and for free, having high standards of privacy, and creating a responsible ethics framework.



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*“If you focus on the user, all else will follow.” - Kent Walker*

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In the short Q&A session that followed, Kent Walker was asked whether Google’s plan to launch a censored search engine in China matches with the company’s proclaimed commitment to a responsible ethics culture. Mr Walker answered that Google is only exploring the idea and that it would be realised in full compliance with Chinese law.

Watch Sundar Pichai’s video message & Kent Walker here:  
<https://www.youtube.com/watch?v=I900ac234r8>

## The Digital Dividend: PANEL DISCUSSION - Part two

### *What are the impacts of emerging technologies on society as a whole?*



Moderator: **Trevor Hughes**, CEO of the International Association of Privacy Professionals



**Monique Goyens**, Director of the European Consumer Organisation (BEUC)



**Barry Lynn**, Executive Director of the Open Markets Institute



**Valeria Milanes**, Director of Asociación por los Derechos Civiles, Argentina



**Frederike Kaltheuner**, Privacy International, Head of the Data Exploitation Programme



**Joe Cannataci**, UN Special Rapporteur on the Right to Privacy

Moderated by Trevor Hughes, the panel addressed the impact of rapidly evolving technology on society as a whole. What is the relationship between new technologies and democracy? Between new technologies and the economy? How have the public and the private sector been interacting for the sake of applying new digital technologies in governance? What do we learn from recent scandals of surveillance and micro-targeting?

Monique Goyens, Director of the European Consumer Organisation, spoke about how technology empowers consumers on many levels, just as it disempowers them on others. She highlighted the risks to privacy and the loss of self-determination due to tracking and targeted advertising, the dangers of being locked into filter bubbles, tech monopolies dominating and distorting the market, and unequal distribution of benefits.



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*"Being offline is the new black. ... We cannot rely on companies to be or become ethical. They do not practice what they preach." - Monique Goyens*

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Frederike Kaltheuner from Privacy International expressed her concerns about the confluence of economic and political power in the form of surveillance, creating unprecedented risks to democracy and human autonomy. Referring to the Cambridge Analytica scandal, she said that we are facing a systemic issue and that the whole ecosystem needs to be tackled. Ms Kaltheuner called for more accountability on the part of tech giants and said that "we



should never blindly trust someone who has so much power and knowledge about billions of people all around the world.”

Valeria Milanes, Director of the Argentinian Association for Civil Rights, said that in addition to the challenges faced in the Global North, many in South America struggle with issues of access to and affordability of digital technologies. Moreover, biometrics in public administration, discrimination and inequality in the development of smart cities, problematic use of new technologies in criminal investigations, as well as the future of work in light of increased automation and the gig economy are part of the debate in her region.



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*“Ethics is a collective construction.” - Valeria Milanes*

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Barry Lynn from the Open Markets Institute presented critical views on how the economy of the digital age has been taking shape. He spoke about the dangers arising with monopolised economic power over big aggregates of data. Combined with “a licence to discriminate”, he considers this the greatest threat to democracy and individual liberty since the World Wars.

Joe Cannataci, UN Special Rapporteur on the Right to Privacy, diversified the debate by talking about privacy and digitalisation in non-western contexts. Mr Cannataci strongly suggested a policy shift towards better user education, stating that many people are not conscious of the digital footprint they leave on the internet.

Watch the full discussion here: <https://www.youtube.com/watch?v=2HWwl3Z5kpE>



## Summary of the day

### Ventislav Karadjov, Chairman of the Bulgarian Commission for Personal Data Protection

Ventislav Karadjov, Chairman of the Bulgarian Commission for Personal Data Protection, took the stage to give a brief review of the day, saying that it was encouraging to see the diversity in the room. He noted that the question of digital ethics needed to be addressed globally and shared that it had also been discussed during the conference events on Monday and Tuesday in Sofia. He urged the audience to continue debating digital ethics after the conference.



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*"My vision is privacy and digital ethics becoming not just an element of the organisational structure of data controllers, but being part of their corporate DNA."*  
- Ventislav Karadjov

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Watch the presentation here: <https://www.youtube.com/watch?v=dNDbsU2GipU>





## Live video address

Jaron Lanier, computer scientist and philosophy writer

In the closing speech of the day, Jaron Lanier spoke of his concern about the advertising business model and how it dominates the sector. Although well-intentioned, it has ended up "distorting the entire enterprise," he said, and urgently needs to be replaced by a less manipulative alternative in which people pay for services they choose.



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*"The right way to fix this is not so much to attack the companies, but to point to them that what they do is not so much in their own interest." - Jaron Lanier*

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Mr Lanier argued that people should be compensated for the data they share, which would in turn create new forms of employability. He also expressed his concerns about the carbon footprint of digital technologies and called for more awareness of it.

Watch the full speech here: <https://www.youtube.com/watch?v=KVRPdMG4LGE>





## DAY 2 | Thursday, 25 October

Day two brought data protection into the debate. What can 'data protection beyond compliance' mean? Who is entitled to speak about it and take action? What is the role of data protection authorities? How should we move forward?

### SESSION 4: TOWARDS A DIGITAL ETHICS

#### Opening address

Věra Jourová, European Commissioner for Justice,  
Consumers and Gender Equality

Opening the second day of the conference, the Commissioner spoke about the entry into force of the EU's new General Data Protection Regulation and how privacy is becoming very important as an ethical, political issue. Ms Jourová looked back at the many voices claiming that the idea of privacy in the digital era was outdated and referred to the success of the conference, the commitments made on the first day of the public session by Apple, Google and Facebook, as well as the scandals witnessed throughout the year showing that these voices were proven wrong.



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*"The GDPR is not just a set of obligations, it is an opportunity (...) to revolutionise cultures surrounding data practices not only by legal compliance but also by changing and embracing privacy ethics."*

*- Commissioner Jourová*

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Watch the full speech here: <https://www.youtube.com/watch?v=zBt9gBiL8n4>

## Report from the Closed Session of the Conference



**Isabelle Falque-Pierrotin, President of CNIL & former Chair of the ICDPPC Executive Committee**

Isabelle Falque-Pierrotin, the outgoing Chair of the ICDPPC's Executive Committee, took the stage to report from the closed session of the conference, which had brought together more than 75 data protection authorities from around the world committing to a range of decisions that will strengthen their role in shaping digital ethics (more details on the closed session on page 7).

She also spoke about a general societal feeling that those who shape the digital revolution are "making choices about freedoms, organisations, political vision, and that we are no longer masters of these choices" and said that "we must act, collectively, because if we fail, there won't be any winners, not the people, nor the companies, and certainly not human rights and democracy."

Watch the full report here: <https://www.youtube.com/watch?v=xJZC44pJIZs>



## PANEL DISCUSSION

### In discussion with independent data protection authorities



Moderator: **Elizabeth Denham**, UK Information Commissioner, new Chair of the ICDPPC Executive Committee



**Andrea Jelinek**, Chair of the European Data Protection Board



**Daniel Therrien**, Privacy Commissioner of Canada



**Raymund Liboro**, Privacy Commissioner of the Philippines



**Pansy Tlakula**, Information Regulator of South Africa



**Noah Phillips**, USA Federal Trade Commissioner



**Danilo Doneda**, Professor of Law and privacy expert, Brazil



**Finn Myrstad**, Norwegian Consumer Council, Director of Digital Policy



**Marc Rotenberg**, President and Executive Director of the Electronic Privacy Information Center



**Julie Brill**, Microsoft, Corporate Vice-President and Deputy General Counsel

Privacy commissioners from each continent, together with several experts from government, civil society and industry, considered their role in the governance of digital ethics. Elizabeth Denham, UK Information Commissioner and newly appointed Chair of the ICDPPC Executive Committee, moderated the panel and opened it explaining its aim to connect the dots from the theoretical discussion of digital ethics to data protection practice.

Andrea Jelinek, Chair of the European Data Protection Board, called for a broad understanding of ethics and law as mutually building on each other and argued that “the GDPR is the perfect example for how law can support good digital ethics.”

Raymond Liboro, Privacy Commissioner of the Philippines, reported about the rapid digital transformation in South East Asia and called data ethics the brakes that everyone who drives fast needs, stressing the importance of proactivity by data protection authorities.





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*"Who else if not us authorities will remind everyone that behind the binary ones and zeros are actual human beings that could be adversely affected by unethical use of data."*  
- Raymond Liboro

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Pansy Tlakula, who recently established South Africa's first Information Regulator, outlined a recent South African case in which the abuse of the data of particularly vulnerable citizens by state contractors led the court to rule "beyond the law" and establish powerful case law informed by digital ethics.

Daniel Therrien, Privacy Commissioner of Canada, responding to whether applied forms of digital ethics can undermine the law, stated that DPAs will have high expectations of how the concept is used, warning against the abuse of human values as covers or as mere marketing keywords.

Federal Trade Commissioner Noah Philipps pointed to the risks of overregulation and of "not understanding what we regulate."

Stephen Wong, Hong Kong's Privacy Commissioner, who joined the discussion from the audience, argued that we need to acknowledge different privacy cultures and explained that the one of Asia builds on "respecting others and trust as the basis of human interaction." He joined many other speakers in asserting that "enforcement alone is not enough" and called on DPAs "not only to do what we have to as a matter of law, but what we ought to as a matter of ethics."

Representatives from academia, the private sector and civil society added their views on the role of authorities and regulators.

Danilo Doneda, privacy law expert in Brazil, shared how the international debate on digital ethics fed into the development of his country's new data protection law.

Julie Brill from Microsoft called for better collaboration between the private sector and governments. In her view, "we should not want to slow down technological development, but we need human institutions to speed up."

Finn Myrstad from the Norwegian Consumer Council argued in favour of DPAs interpreting their mandate broadly and fighting unethical practices even if found not to be in breach of the GDPR.

Similarly, Marc Rotenberg from EPIC appealed for a strong digital ethics that informs the law. He also pointed to the recently adopted Universal Guidelines of Artificial Intelligence from the Public Voice Coalition, a group of civil society organisations that advocates for a stronger participation of the public in the debate.

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*"Ethics tell us not only what the law is, but what the law should be."* - Marc Rotenberg

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Watch the full discussion here: <https://www.youtube.com/watch?v=DBZKHYB9YbQ>



## SESSION 5: MOVE SLOWER AND FIX THINGS

The final session of the conference brought together the themes of the various speakers and panels and attempted to draw conclusions on potential ways forward.

### PANEL DISCUSSION Move slower and fix things



Moderator: **Christopher Kuner**, Director of the Brussels Privacy Hub



**Wojciech Wiewiórowski**, Assistant European Data Protection Supervisor



**Pam Dixon**, Director of the World Privacy Forum



**Jules Polonetsky**, CEO of the Future of Privacy Forum



**Elonnai Hickok**, Chief Operating Officer at the Centre for Internet and Society India

Moderator Christopher Kuner introduced the panel and their objective to discuss in concrete terms how ethical considerations could materialise in responsible governance solutions.

Wojciech Wiewiórowski, Assistant European Data Protection Supervisor, gave a summary of potential ways forward developed in the conference's workshop session, the Creative Café, throughout the morning. He stated that this must be the beginning of a longer process.

(For more information about the Creative Café discussions, go to page 45.)

Pam Dixon, founder of the World Privacy Forum, spoke about the Hippocratic Oath and the Nuremberg Code as examples of how ethics can materialise into practice and suggested the creation of a similar oath or code to govern the development of digital technologies.

Elonnai Hickok from the Centre for Internet and Society India provided insights into how the largest democracy in the world is experiencing the digital shift, pointing to the complexity of the relationship between governments, the private sector and the individual. Governments heavily depend on private sector solutions for digital governance, while they are also challenged to regulate the sector's problematic development. Citizens become more vulnerable in view of new technologies, just as much as they are empowered by them to push for change, she said.



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*"Any technologically mediated governance structure needs to be designed according to accountability, transparency, responsiveness and inclusiveness to enable trust. The responsibility of that structure is to drive empowerment, equity and participation."*  
- Elonnai Hickok

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Jules Polonetsky, CEO of the Future of Privacy Forum, warned from demonising current business models and brought examples of privacy-friendly browsers and search engines. He welcomed that DPAs are increasingly hiring tech experts and underlined the importance of their role as independent experts, strong also in terms of technological expertise.

Watch the full discussion here: <https://www.youtube.com/watch?v=ayGWB3Qyebs>









## Concluding remarks

**Giovanni Buttarelli, European Data Protection Supervisor**

“When media and the digital world become omnipresent, their influence can stop people from learning how to live wisely, to think deeply and to love generously.” Quoting Pope Francis, Mr Buttarelli stressed the importance of a globally orchestrated effort to help digital media become sources for humanity and new cultural progress.

He pointed to the diversity of voices heard throughout the sessions, from those who represented powerful interests, to those who spoke for the most disadvantaged who have so far not benefitted from the digital revolution. He thanked the 40+ conference speakers who shared their diverse perspectives with the conference, all of them promising to engage in a fruitful collaboration towards a sustainable digital ethics.

With an inspiring closing speech and moving words of gratitude to his staff and all those involved in the organisation of the conference as well as the support of his family, Mr Buttarelli concluded the conference to another standing ovation.

Watch the highlights video of the conference week here: [https://youtu.be/iwWJeQwH\\_EQ](https://youtu.be/iwWJeQwH_EQ)

# CREATIVE CAFÉ

## How to move towards a digital ethics?

On the morning of Thursday 25 October, the second day of the public session of the conference, 25 knowledge-holders invited from academia, civil society, business, think tanks and data protection authorities met with 25 conference attendees who had enlisted themselves the day before for a lively discussion on digital ethics.



The session was moderated by professional facilitators, Maria Scordialos, Linda Joy Mitchell and Head of the Supervision and Enforcement unit at the EDPS, Delphine Harou, who guided the participants through an interactive process aimed at answering the question:

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***“Imagine digital ethics was being applied in the data protection community, what does it look like, how is it operating and what is needed to get there?”***

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Following two rounds of interweaving conversations in small groups, participants put forward a number of ideas on how to start putting digital ethics into practice. These were

then clustered and developed into core messages, which were reported back to the main conference by Assistant Supervisor Wojciech Wiewiórowski. One of the participants of the Creative Café spoke powerfully to conference that this form of participative dialogue, where many diverse views were given space for consideration, was precisely what was needed in the future.

### **The messages developed in the Creative Café:**

- Implementing digital ethics is going to be an incremental, developing process, but we will not give up under the weight of the mission
- This is not just about new rules, rather a new way of thinking that ensures ethics are included in our behaviour, design and practice
- New rights need to be developed including the right to be offline and to disconnect
- Greater self-determination should be supported by institutions, infrastructures and new business models
- Companies need to be incentivised to adopt a culture of ethics
- New methodologies are needed to build ethics into the fabric of organisations and technology
- We need empowered employees who use their ethical agency
- Turning the spotlight on ourselves, we should all ask the question: What if I am the object of data processing, what if my loved ones are?





# NEXT STEPS



## Why Digital Ethics?

The hosts of the 2018 edition of the International Conference of Data Protection and Privacy Commissioners chose to dedicate the public session to **Debating ethics: dignity and respect in data driven life**. Why such an unconventional topic in the year of the GDPR?

Technological advancement, most centrally the interconnectedness of digital devices and big data processing, allow for the collection and usage of personal data on a massive scale and in increasingly complex and opaque ways. This poses significant threats to the right to privacy and data protection.

Data protection regulators and authorities are first-hand witnesses of this digital revolution. That is why, in the concluding session of the Conference, the data protection community agreed on the importance of data protection authorities assuming a proactive role in exploring how the digital age is changing society and people's lives and how a strong digital ethics culture can help strengthen the law.

Against this backdrop, the hosts called for a broad understanding of data protection and privacy to protect human dignity, autonomy and the democratic functioning of our societies. Data has now become the basis of powerful scoring and rating systems, of political profiling and nudging, of tracking and surveillance and in all these applications an inexhaustible source of profit. It is crucial that all data protection efforts take place in full conscience of this context.



The 2018 conference very successfully launched a much-needed debate on digital ethics. Many speakers and attendees warned of the risks of a premature adoption of new technologies and suggested that we should only embrace those designed to ensure benefit for our lives as individuals and as members of society.



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*"Ethics come before, during and after the law. It informs how laws are drafted, interpreted and revised. It fills the gaps where the law appears to be silent." - Giovanni Buttarelli*

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## What's next?

The decision to dedicate the 2018 conference to digital ethics followed from the EDPS' considerable work on new ethical questions around data protection which began in 2015.

Building on the outcomes of the conference, the EDPS ethics initiative will continue in 2019 with a series of public conversations between specially invited experts. In the format of participative conference calls, they will each focus on a specific theme and bring together different perspectives. The calls will be open for anyone to listen in to, comment on or ask questions.

In the second half of 2019, the EDPS will publish an Opinion, reviewing the ethics initiative as a whole. Meet us again at the 2019 International Conference of Data Protection and Privacy Commissioners to continue the debate!

## The EDPS' Ethics Initiative

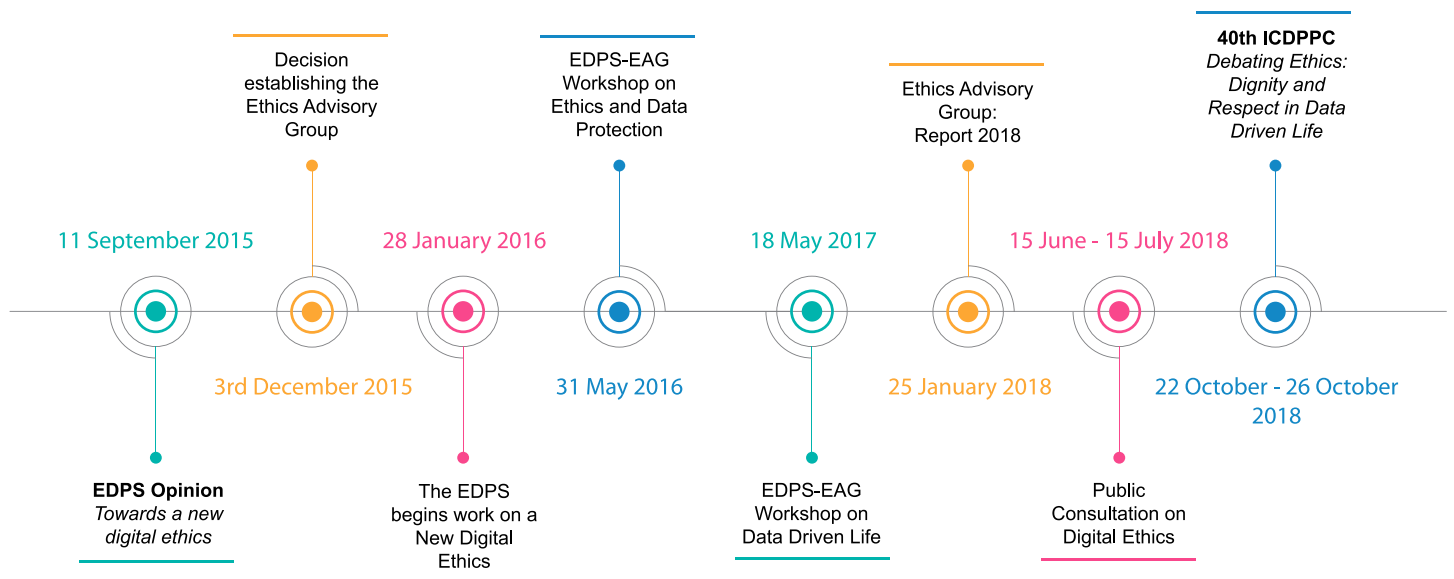
In 2015, the EDPS issued an Opinion *Towards a New Digital Ethics: Data, Dignity and Technology*, in which it urged the EU and other international players to promote an ethical approach to the development and employment of new technologies. ( <https://europa.eu/!pG37xX> )

From 2016 to 2018, the EDPS' Ethics Advisory Group (EAG), consisting of six independent experts, analysed the relationships between human rights, technology and markets, mapping threats to the right to privacy and data protection in the digital environment. Their findings are contained in the *EAG report 2018: Towards a Digital Ethics*. ( <https://europa.eu/!PX68WN> )

The EDPS also organised two workshops on digital ethics: *Data Driven Life, Workshop on Ethics*. ( <https://europa.eu/!hf43wN> )

In 2018, the EDPS conducted a public consultation on digital ethics. The outcomes can be found in the *Public Consultation on Digital Ethics, Summary of outcomes*. ( <https://europa.eu/!Ng46RD> )

## The EDPS Ethics Initiative: Three Years in the Making



# PRIVACY EVENTS IN BULGARIA

As co-hosts of the International Conference of Data Protection and Privacy Commissioners, the Bulgarian Commission for Personal Data Protection (CPDP) hosted additional privacy events in Sofia.

The debate in Sofia gathered a diverse group of participants from the private and public sectors, academia, representatives of civil society as well as international organisations who shared and discussed their experiences, best practices and knowledge in various fields of privacy and data protection.

During the 12 plenary discussions and side events in Sofia, over 200 participants and 50 moderators and speakers from all over the world sought answers to the challenges of digital ethics and emerging technologies from the specific perspectives of banking and fintech industries, insurance, telecommunications, law enforcement, global data flows and outsourcing. Gathered in one room, representatives of those industries, regulators and academia agreed that the main objective of data protection rules is to build a preventive privacy environment that does not bankrupt businesses or impede innovation.

The four days of discussions in Sofia led to the conclusion that further ways of structured, sustainable and future-oriented interaction and close cooperation should be explored. Therefore, the process of establishing a RegTech and Privacy Sandbox in Sofia has been initiated.

The success of the 2018 International Conference was a very convincing testimony to the synergies and added value offered by organising the forum in more than one venue. Furthermore, the events in Sofia provided for additional opportunity to further develop privacy policies and legislation in specific geographical regions.



















# SIDE EVENTS

During the 2018 International Conference, members of the global data protection community gathered in Brussels to benefit from the presence of over 1000 delegates and the proximity of the European institutions in order to organise panel discussions, , workshops and meetings in the margins of the conference.

A record-breaking 41 side events took place in Brussels during the Conference and another four were held in Sofia. Please refer to Annex x for the full list of side events.

## **Who organised the side events?**

- 8 different Data Protection Authorities from around the world
- 18 NGOs/international organisations
- 6 think-tanks/research groups
- 8 private companies/law firms

## **Where were the side events held?**

In 17 different locations throughout Brussels, including the Palais d'Egmont, the the European Commission and the Residence Palace.

## **Speakers:**

Approximately 163 speakers presented at the side events.





Below are the highlights from a few of the side events.

## THE GENERAL DATA PROTECTION REGULATION FIVE MONTHS ON



On Thursday 25 October 2018, European Data Protection Supervisor, Giovanni Buttarelli, and Chair of the European Data Protection Board (EDPB), Andrea Jelinek, welcomed participants to meeting to appraise the General Data Protection Regulation five months after its entry into force.



Kicking off with a panel discussion, Helen Dixon, Irish Data Protection Commissioner, Cristina Angela Gulisano, Director Danish Data Protection Agency, and Isabelle Vereecken, Head of the EDPB Secretariat assessed the Regulation from the perspective of European data protection authorities.



Enriching the discourse, Catherine De Bolle, Executive Director of Europol, gave a keynote speech on the broader framework of EU data protection from a law enforcement perspective. The organisers were also honoured to welcome Koen Lenaerts, President European Court of Justice, who illustrated in a speech the evolution of European case law in the field of privacy and data protection. His full speech is available online at <https://youtu.be/fZaKPaGbXNg>



The meeting was rounded off with a second panel discussion, which focussed on international perspectives and cross border cooperation. The panel included Professor Danilo Doneda, Instituto Brasiliense de Direito Publico, Brazil, Bruno Gencarelli, Head of the International Data Flows and Protection Unit, European Commission, Ludmila Georgieva, Co-Chair HWP Cyber Issues, Co-Chair DAPIX (Data Protection), Permanent Representation of Austria, Felipe Harboe, Senator of the Republic of Chile, and Professor Masao Horibe, Chairman Personal Information Protection Commission, Japan, who expounded the state of play on EU-Japanese relationship on data protection.

## FROM PRIVACY TO ETHICS: MISUSE, MISSED USE, AND THE PUBLIC GOOD

In a side event on Tuesday 23 October 2018, UN Global Pulse, an initiative of the United Nations Secretary-General, explored how ethics could help fill the gaps in data privacy norms in the context of global development and humanitarian action. In particular, the discussion focused on the concepts of public good, legitimate interest and fair use in terms of data processing by and between public and private sector. This event was organised in association with the EDPS and International Association of Privacy Professionals.

## Convention 108+ : the global data protection Convention

On October 23rd, the Council of Europe hosted a side event to review Convention 108 +. In 2018, the Council of Europe adopted a modernised Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data, referred to as Convention 108 + to address challenges resulting from the use of new technologies and to strengthen its effective implementation.

All speakers agreed the usefulness of Convention 108 +. In particular, they noted that the Convention constitutes the only international legally binding instrument on the protection of private life and personal data open to any country in the world and not only to European countries or countries of the Council of Europe. It includes the fundamental principles of data protection with a uniform scope of application for all parties to the Convention, without the possibility to fully exclude sectors or activities such as in the area of national security from its application.

Convention 108 +. covers all types of data processing under the jurisdiction of the parties in both the public and private sectors.

There was a consensus that Convention 108+ constitutes an important instrument for countries that hope to have an adequacy decision from the European Commission regarding their data protection framework under the General Data Protection Regulation.

The main novelties of Convention 108+ include a new monitoring mechanism, the requirement to establish one or more independent authorities responsible for ensuring compliance with the provisions of Convention 108+ provided with powers to issue decisions with respect to violations of Convention 108+ and to impose administrative sanctions.

Speakers included Jan Kleijssen, Director, Information society and action against crime Directorate, Council of Europe, Wojciech Wiewiórowski, Assistant Supervisor, EDPS, Joe Cannataci, Special Rapporteur on the right to privacy, United Nations, Hiroshi Miyashita, Associate Professor, Chuo University, Japan, Tamar Kaldani, Personal Data Protection Inspector, Georgia, Bruno Bioni, Legal Counsel of NIC.br, Brazil, Florence Raynal, Head of the European and international affairs department, CNIL, France, Jean-Philippe Walter, Data protection Commissioner, Council of Europe, and Ailidh Callander, Legal Officer, Privacy International.

## **AI, ETHICS, AND FUNDAMENTAL RIGHTS**

On October 23rd, the PublicVoice Coalition, which promotes public participation in decisions regarding the future of the Internet, held a side event to present its Universal Guidelines on Artificial Intelligence (UGAI), which combine the elements of human rights doctrine, data protection law, as well as ethical guidelines.

To help inform and improve the design and use of AI, the guidelines are intended to maximise the benefits of AI and to minimise the risks, while also ensuring the protection of human rights. The UGAI comprises twelve different principles for AI governance that have not previously been covered in similar policy frameworks.

Watch highlights of the side events here: <https://youtu.be/tn7rLVQZXaE>



# THE VENUES AND THE SOCIAL PROGRAMME

In order to offer a unique experience for delegates from all over the world, the EDPS secured some of Brussels' most striking and prestigious venues, giving a flavour of the capital of Europe and a glimpse into its history and architecture.



Kicking-off the conference week, the welcome cocktail for closed session attendees on Sunday 22 October 2018 was held in the Hôtel de Ville. Also known as the Town Hall of Brussels, the building is a masterpiece of civil Gothic architecture dating back to the 15th century where delegates from over 80 countries were greeted with a drink and could admire the Grande Place, Brussels' most central square, from a privileged vista.

On 22 and 23 October 2018, the accredited members and observers of the ICDPPC gathered at the Palais d'Egmont, the venue for the closed session of the conference. Originally constructed in the sixteenth century, the Palais d'Egmont has played host to several members of European royalty and nobility over the years, including Queen Christina of Sweden and Louis XV, as well as to prominent European philosophers and artists, such as Voltaire and Jean-Baptiste Rousseau. Now the property of the Belgian Ministry of Foreign Affairs, it hosts a range of important diplomatic events and has welcomed many heads of state from around the world.

Evening events, which are a time for relaxing and networking for those attending the conference meetings, were planned with the same attention to detail and care to provide a special experience for every delegate.

Concluding the first day of closed session, delegates attended the customary dinner at the Concert Noble, a historic manor built by King Leopold II in the 19th century to create the

appropriate backdrop for the gatherings of aristocratic socialites in the name of music and art. The evening was enlivened by music and the award of prizes for achievements in data protection.

The Welcome Cocktail for those attending the public session took place on Tuesday 23 October 2018 at the inspiring Museum of Fine Arts, Place Royale in Brussels. The theme for the event was "An Evening in Brussels", and was organised by the conference hosts in conjunction with the International Association of Privacy Professionals. Taking place on the eve of the public session, it included a tour of the works of the famous surrealist painter René Magritte while sampling some typical Belgian beers from local breweries and world-famous Belgian chocolate!

The venue for the public session, though different, was equally impressive. The Hemicycle of the European Parliament usually hosts the world's largest transnational parliament. On 24 and 25 October 2018, however, it played host to over 1000 people for a debate on the digital revolution and its impact on our societies.



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*"This is a room that represents what is possible, when people with different backgrounds, histories and philosophies come together to build something bigger than themselves."*  
- Tim Cook (speaking about the hemicycle)

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Following an intense first day devoted to debating digital ethics in the Hemicycle of the European Parliament, delegates headed to the Gala Dinner at the spectacular Autoworld Museum, home to one of the biggest vehicle collections in the world. The evening was a great opportunity for networking and winding down with entertainment, drinks and dinner.

No visit to Brussels is complete without a visit to the Atomium, a landmark building in Brussels, originally constructed for the 1958 Brussels World's Fair, the conclusive social event was held in this atom-shaped museum. On the evening of Thursday 25 October 2018, some delegates were invited to a private gourmet dinner by The Floow, Qwant and the EDPS.

To round off the conference week for those who delayed their journey home to discover Belgium, guided tours of the beautiful cities of Antwerp, Bruges and Ghent were on offer on Friday 26 October.



# ANNEXES



## ANNEX A: REGISTRATION STATISTICS

The 2018 edition of the International Conference of Data Protection and Privacy Commissioners saw record-breaking levels of attendance for both the closed and public sessions, as well as in terms of the number of NGO delegates and of representation from across the globe.

<b>Closed session</b>	236 delegates
<b>Public Session</b>	1110 delegates

85 countries were represented at the 2018 International Conference, covering all continents - a truly international representation. The highest level of attendance was from Europe and the U.S.A.

Conference Delegates by Category	
Academia	48
Corporate Organisations	393
European Commission	24
European Parliament	31
Governmental Organisations	30
ICDPPC Member Authorities	212
ICDPPC Observers	42
NGOs / Non-profit organisations	122
Other EU institutions, agencies or bodies	84
Press & Media	101
Students	21
Other	2

### Countries represented at the conference

Albania
Algeria
Andorra
Argentina
Australia
Austria
Bahamas

Belgium
Bolivia
Bosnia and Herzegovina
Brazil
Bulgaria
Burkina Faso
Burundi

Cabo Verde
Canada
Chile
China
Colombia
Côte d'Ivoire
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Gabon
Georgia
Germany
Ghana
Gibraltar
Greece
Guernsey
Hong Kong
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Jersey
Kenya
Korea, Rep.
Kosovo
Tunisia
Latvia
Lithuania

Luxembourg
Macao
Mali
Malta
Mexico
Moldova
Monaco
Montenegro
Morocco
Netherlands
New Zealand
Norway
Panama
Philippines
Poland
Portugal
Romania
Russian Federation
Saudi Arabia
Senegal
Serbia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Taiwan
Tchad
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States of America
Uruguay

## ANNEX B: CLOSED SESSION

<b>Monday 22 October</b>	<b>Closed Session Day 1</b> For Accredited Members of the ICDPPC only	
<b>9.00 - 9.30</b>	<b>Welcome and opening</b> <ul style="list-style-type: none"> <li>- Isabelle Falque-Pierrotin, President of the CNIL, Chair of the ICDPPC Executive Committee.</li> <li>- Giovanni Buttarelli, European Data Protection Supervisor, host of the 2018 ICDPPC Conference.</li> <li>- Frans Timmermans, First Vice-President of the European Commission and European Commissioner for Better Regulation, Interinstitutional Relations, the Rule of Law and the Charter of Fundamental Rights.</li> </ul>	
<b>9.30 - 10.00</b>	<b>Governance matters</b>	
<b>10.00 - 11.15</b>	<b>Future of the Conference, recommendation and scenarios</b>	
11.15 - 11.45	Networking break	
<b>11.45 - 13:00</b>	<b>Future of the Conference, the way forward</b>	
<b>13.00 - 14.30</b>	<b>Lunch Break</b>	
<b>14.30 - 16.15</b>	<b>Ethics and Data Protection in Artificial Intelligence</b>	
16.15 - 16.45	Networking break	
16.45 - 17.00	Address by Professor Cannataci, UN Special Rapporteur on the Right to Privacy	
<b>17.00 - 17.45</b>	<b>GDPR Talk</b> <ul style="list-style-type: none"> <li>- Address by Andrea Jelinek, Chair of the EDPB</li> <li>- Q&amp;A with the EDPB Chair and Vice-Chairs</li> </ul>	
<b>17.45 - 17.55</b>	<b>Update from the Ibero-American network</b>	
<b>Tuesday 23 October</b>	<b>Closed session day 2</b> For Accredited Members of the ICDPPC only	



<b>9.00 - 10.00</b>	<b>Report back and future plans from Working Group</b>	
<b>10.00 - 11.00</b>	<b>ICDPPC Resolution – Presentation, discussions and votes</b>	
<b>11.00 - 11.30</b>	Networking break	
<b>11.30 - 11.45</b>	<b>Executive Committee elections</b>	
<b>11.45 - 11.50</b>	<b>Announcement of the 2020 Conference host</b>	
<b>11.50 - 12.00</b>	<b>Short presentation by the 2019 Conference by Albania</b>	
<b>12.00 - 12.30</b>	<b>Closing remarks</b>	



## DEBATING ETHICS: DIGNITY AND RESPECT IN DATA DRIVEN LIFE

40th International Conference  
of Data Protection and Privacy Commissioners

### WEDNESDAY 24 OCTOBER 2018

#### 9:00 - 10:30 THIS DIGITAL LIFE

*European Parliament - Hemicycle*

9.00 - 9.20

**'Technology designed to serve humankind'?**

***Maria Farrell, Writer***

09.20 - 10.00

**Beyond compliance: Why Digital Ethics?**

***Giovanni Buttarelli, European Data Protection Supervisor***

10.00 - 10.25

**Keynote Address: Tim Cook, CEO, Apple Inc.**

10.25 - 10.30

**Conference Photo**

#### 10:30 - 11:00 BREAK

#### 11:00 - 12:30 RIGHT VERSUS WRONG

*European Parliament – Hemicycle*

11.10 - 11.20

**Keynote address from *Sir Tim Berners-Lee* on ethics and the internet**

11.20 - 11.50      **OPENING PRESENTATION: What is ethics?**

**Anita Allen**, *Professor of Law and Professor of Philosophy,  
University of Pennsylvania*

**Right versus Wrong: Panel Discussion**

11.50 - 12.30      Moderator: **Urs Gasser**, *Professor at Harvard Law School and  
director of the Berkman Klein Center*

**Effy Vayena**, *Professor of Bioethics at Health Ethics and  
Policy Lab, ETH Zurich.*

**Timothy Caulfield**, *Professor - Canada Research Chair  
in Health Law and Policy*

**Pascale Fung**, *Hong Kong University*

**Norman Sadeh**, *Professor in the School of Computer  
Science at Carnegie Mellon University*

**12:30-14:00      LUNCH BREAK**

**12.30-13.15      Press conference**

**14.00 – 18.05      THE DIGITAL DIVIDEND**

*European Parliament – Hemicycle*

13.50 – 14.00      **Video address by King Felipe VI of Spain**

14.00 - 14.20      **Data-driven technology: Who benefits? Who doesn't? Is  
technology still serving humankind?**

**Opening presentation: Jagdish Singh Khehar**, *former Chief  
Justice of India*

14.20 - 14.35      **Facebook: Video message from Mark Zuckerberg, CEO  
followed by Presentation and Q&A with Erin Egan, Vice  
President**



14.35 - 15.45

### **The Digital Dividend: Discussion - Part One**

Moderator: **Nuala O'Connor**, *President and CEO of the Center for Democracy and Technology*

**Tristan Harris**, *Time Well Spent*

**Julia Angwin**, *author 'Dragnet Nation'*

**Malavika Jayaram**, *Asia Digital Hub*

**Clement Chen**, *Hong Kong University*

**Raymond Serrato**, *Rohingya violence and social media*

**Judith Duportail**, *journalist*

## **15.45-16.00 COFFEE BREAK**

16.00 - 16.10

**Video interview - Guido Raimondi**, *President of the European Court of Human Rights*

16.10 - 16.30

**Video message from Sundar Pichai**, *CEO Google, followed by presentation and Q&A with Kent Walker*, *Senior Vice President.*

16.30 – 17.40

### **The Digital Dividend DISCUSSION - Part Two**

Moderator - **Trevor Hughes**, *International Association of Privacy Professionals (IAPP)*

**Monique Goyens**, *The European Consumer Organisation (BEUC)*

**Barry Lynn**, *Open Markets Institute*

**Valeria Milanes**, *Asociación por los Derechos Civiles, Argentina*

**Frederike Kalthheuner**, *Data Exploitation Programme, Privacy International*

**Joe Cannataci**, *UN Special Rapporteur on the right to privacy*

- 17.40 - 17.50      **Report from privacy events in Sofia: *Ventislav Karadjov*,  
Chairman of the Bulgarian Data Protection Commission**
- 17.50 - 18.05      **Video message: *Jaron Lanier*, computer philosophy writer**

## THURSDAY 25 OCTOBER 2018

### 9:00 - 11:00 TOWARDS A DIGITAL ETHICS

*European Parliament – Hemicycle*

- 08.45 - 11.00      **Creative Café (parallel session)**
- 09.00 - 09.10      **Opening address: *Commissioner Jourova*, European  
Commissioner for Justice, Consumers and Gender Equality**
- 09.10 - 09.20      **Report from closed session: *Isabelle-Falque-Pierrotin*,  
President of CNIL, former Chair of the ICDPPC Executive  
Committee**
- 09.20 - 10.30      **IN DISCUSSION WITH INDEPENDENT DATA PROTECTION  
AUTHORITIES IN DISCUSSION**
- Moderator - Liz Denham, UK Information Commissioner*
- Andrea Jelinek, Chair, European Data Protection Board*
- Daniel Therrien, Privacy Commissioner of Canada*
- Raymund Liboro, Privacy Commissioner of Philippines*
- Pansy Tlakula, Information Regulator, South Africa*
- Noah Phillips, Federal Trade Commission*
- Danilo Doneda, Instituto Brasiliense de Direito Publico*
- Finn Myrstad, Norwegian Consumer Council*
- Marc Rotenberg, EPIC*
- Julie Brill, Microsoft*

### 10:30 - 11:00 BREAK

## 11:00 - 12.30 MOVE SLOWER AND FIX THINGS

*European Parliament – Hemicycle*

### 11.00 - 12.10 Panel Discussion

Moderator: **Christopher Kuner**, *Brussels Privacy Hub*

**Wojciech Wiewiorowski**, *Assistant Supervisor at the EDPS*

**Pam Dixon**, *World Privacy Forum*

**Jules Polonetsky**, *Future of Privacy Forum*

**Elonnai Hickok**, *Operating Officer, Centre for Internet and Society India*

### 12.10 - 12.30 Concluding remarks by **Giovanni Buttarelli**

## 12:30 - 14:00 LUNCH



## Public Session Speakers

### **Anita ALLEN**

Professor of Law and Philosophy,  
University of Pennsylvania Law School



### **Julia ANGWIN**

Writer



### **Sir Tim BERNERS LEE**

Professor,  
Inventor of the WWW, University of Oxford and MIT



### **Julie BRILL**

Corporate Vice President and Deputy General Counsel  
Microsoft



### **Giovanni BUTTARELLI**

European Data Protection Supervisor



### **Joe CANNATACI**

UN Special Rapporteur on the Right to Privacy



**Timothy CAULFIELD**

Canada Research Chair in Health Law and Policy, Professor of  
Health Law, University of Alberta



**Tim COOK**

CEO Apple



**Elizabeth DENHAM**

UK Information Commissioner (ICO)



**Pam DIXON**

Executive Director  
World Privacy Forum



**Danilo DONEDA**

Professor  
Instituto Brasileiro de Direito Publico



**Judith DUPORTAIL**

Journalist



**Erin EGAN**

Vice President  
Facebook



**Isabelle FALQUE-PIERROTIN**

President of the CNIL & former Chair of the ICDPPC Executive  
Committee



**Maria FARRELL**

Independent writer and consultant



**FELIPE VI OF SPAIN**

King of Spain



**Pascale FUNG**

Professor  
Hong Kong University of Technology



**Urs GASSER**

Professor at Harvard Law School and Director of the Berkman  
Klein Center





**Monique GOYENS**  
Director, BEUC (European Consumer Organisation)



**Tristan HARRIS**  
Co-founder Center for Humane Technology



**Elonnai HICKOK**  
Chief Operating Officer  
Centre for Internet and Society India



**Trevor HUGHES**  
CEO  
International Association of Privacy Professionals



**Malavika JAYARAM**  
Executive Director  
Digital Asia Hub



**Andrea JELINEK**  
Chair  
European Data Protection Board (EDPB)



**Věra JOUROVA**

European Commissioner for Justice, Consumers and Gender



**Frederike KALTHEUNER**

Head of the Data Exploitation Programme  
Privacy International



**Ventislav KARADJOV**

Chairman, Commission for Personal Data Protection of Bulgaria  
Deputy Chair, European Data Protection Board



**Christopher KUNER**

Co-Director  
Brussels Privacy Hub at the Vrije Universiteit Brussel



**Jaron LANIER**

Computer Scientist



**Raymond LIBORO**

Privacy Commissioner and Chair  
National Privacy Commission, Philippines



**Barry LYNN**  
Executive Director  
Open Markets Institute



**Valeria MILANES**  
Director ADC Argentina



**Finn MYRSTAD**  
Director of Digital Policy  
Norwegian Consumer Council



**Nuala O'CONNOR**  
President & CEO  
Centre for Democracy and Technology



**Noah PHILLIPS**  
US Federal Trade Commissioner



**Sundar PICHAI**  
CEO Google





**Jules POLONETSKY**

CEO

Future of Privacy Forum



**Guido RAIMONDI**

President

European Court of Human Rights



**Marc ROTENBERG**

President and Executive Director  
Electronic Privacy Information Center



**Norman SADEH**

Professor of Computer Science  
Carnegie Mellon University



**Raymond SERRATO**

Reporter

Democracy Reporting International



**Jagdish SINGH KHEHAR**

44th Chief Justice of India



**Daniel THERRIEN**  
Canadian Privacy Commissioner



**Pansy TLAKULA**  
Chairperson of the Information Regulator of South Africa



**Effy VAYENA**  
Professor of Health Ethics  
ETH Zürich, Health Ethics and Policy Lab



**Kent WALKER**  
Senior Vice President, Global Affairs  
General Counsel of Google



**Wojciech WIEWIOROWSKI**  
Assistant Supervisor  
European Data Protection Supervisor



**Clement YONGXI CHEN**  
Postdoctoral Fellow at the Faculty of Law  
Hong Kong University



**Mark ZUCKERBERG**  
CEO Facebook





## Creative Café Participants

**Martin ABRAMS**

Executive Director  
Information Accountability Foundation



**Joan ANTOKOL**

Park Legal LLC



**Bojana BELLAMY**

President Center for Information Policy Leadership



**Peter BURGESS**

Chair of the EDPS' Ethics Advisory Group



**Sheila COLCLASURE**

SVP, Global Chief Data Ethics Officer & Public Policy Exec



**Peter CULLEN**

CEO of Global Information Governance Solutions, Executive  
Strategist for Policy Innovation at The Information Accountability  
Foundation



**Willem DEBEUCKELAERE**  
Privacy Commissioner Belgium



**Jim DRATWA**  
European Commission RTD; EGE Secretariat



**Eike GRÄF**  
(Former) Policy Advisor at the iRights.Lab



**Fanny HIDVEGI**  
European Policy Manager, Access Now



**Patricia KOSSEIM**  
Counsel, Privacy and Data Management  
Co-Lead, AccessPrivacy



**Raegan MACDONALD**  
Head of EU Public Policy  
Mozilla



## **Alessandro MANTELERO**

Associate Professor of Private Law, Council of Europe Rapporteur on Artificial Intelligence and Data Protection



## **Mamoudou NIANE**

Juridiques du Contentieux et de la Conformité, en qualité de conférencier

Advisor to the Privacy Commissioner of Senegal



## **Patricia Adusei POKU**

Executive Director  
Data Protection Commission Ghana



## **Aurélie POLS**

Member of the EDPS' Ethics Advisory Group



## **Alan Charles RAUL**

Head of global Privacy and Cybersecurity practice, Sidley



## **Katarzyna SZYMIELEWICZ**

President Panoptykon Foundation





**Pernille TRANBERG**  
Data Ethics Consulting



**Jeroen VAN DEN HOVEN**  
Member of the EDPS' Ethics Advisory Group



**Wojciech WIEWIOROWSKI**  
Assistant Supervisor  
European Data Protection Supervisor



**Christiane WOOPEN**  
Director of CERES and Professor for Ethics and Theory of Medicine;  
University of Cologne; EGE Chair



## ANNEX C: WEBSITE, APP AND SOCIAL MEDIA

### Website

On 19 March 2018, the conference website <https://www.privacyconference2018.org> went live. Available in both English and French, the objective was to provide a user-friendly website for visitors to find information about the conference theme, programme, speakers and venues. Visitors could also register for the conference and book a hotel via the website.

Accredited members of the closed session of the conference could access the secure zone of the website containing the meeting documents using their login and password.

### The highlights

[MORE HIGHLIGHTS AND PHOTOS OF VISITORS](#)

### Un accueil chaleureux vous attend

Notre équipe d'accueil vous accueillera à l'entrée de la conférence. Nous vous aiderons à trouver votre lieu de conférence et à vous inscrire à la conférence. Nous vous aiderons également à vous inscrire à la conférence. Nous vous aiderons également à vous inscrire à la conférence.

[Savoir plus](#)

### Dernières nouvelles

- [Déclaration d'Arthur Dreyer - Président de la Conférence](#)
- [2018 welcomed delegates on grounds for 40th International Conference of Data Protection and Privacy Commissioners](#)
- [Diversity Planning: Putting People back into Digital](#)
- [Transatlantic Data Protection Conference](#)

### Our Speakers

**TIM COOK**  
Apple Inc.  
Chief Executive Officer

**GIOVANNI BUTTARELLI**  
President of the European Data Protection Board

**JAGDEEP SINGH KHOSLA**  
CEO of the Indian Data Protection Board

**ANITA ALLEN**  
President of the United States Department of Justice

**VERA JURECEK**  
President of the Czech Data Protection Board

[More speakers](#) [View all speakers](#)



## World map of website visitors November 2017-November 2018



### The conference App

On 3 October 2018, a free conference app called ICDPPC2018, reflecting and complementing the website, was launched on the App store, Google Play Store and made available as an APK version on the conference website. All delegates were encouraged to download it for use during the public session of the 2018 international conference in order to actively participate in #DebatingEthics 2018. Participants could also use the app to take notes, take part in polls, share their views and send questions for the speakers to address. 965 people - the majority of conference delegates - downloaded the app. During the course of the public session, the audience was asked to consider the questions below and invited to send their replies using the app.

Why is it important for you to be here at this conference today?



## Trevor Hugues, The Digital Dividend Discussion: Part 2

*For many years, the discussion of data protection has focused on the individual. Yet today we see increasing societal threats as a result of the use of data. Are our existing policy structures sufficient to address these new concerns?*



*Send your answer #Yes or #No, using the conference app or by Twitter using #DebatingEthics*





## Christopher Kuner, Panel Discussion: Move Slower and Fix Things

*Are you in favour of a treaty or agreement on digital ethics at the level of the UN or some other international organisation?*



*Send your answer #Yes or #No, using the conference app or by Twitter using #DebatingEthics*



Powered by SociusWeb Pro

## Social Media

The hosts also encouraged delegates and non-delegates alike to get involved and continue the debate online via a conference Twitter account @icdppc2018 and a conference Instagram account #DebatingEthics.

### **Twitter during the conference week**

128 tweets posted

1100 Retweets

1400 Likes

The number of followers doubled over the course of the conference week to 1817


### **Instagram during the conference week**


46 posts

856 likes


In parallel, communication about the conference was also complemented on the EDPS website [www.edps.europa.eu](http://www.edps.europa.eu), EDPS Twitter @EU\_EDPS, LinkedIn and YouTube accounts, which also increased the visibility of the conference and helped to significantly increase our impact and number of followers.





Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
<div>  <b>ICDPPC2018</b> @icdppc2018 · Oct 23            The 40th International Conference has published the Declaration on <a href="#">#ethics</a> and <a href="#">#dataprotection</a> in artificial intelligence <a href="#">privacyconference2018.org/system/files/2...</a>  <a href="#">#icdppc2018</a> @ICDPPCSec <a href="#">#AI</a> </div> <div>View Tweet activity</div> <div>Promote</div>				21,189	603	2.8%
<div>  <b>ICDPPC2018</b> @icdppc2018 · Oct 23            Resolution on collaboration between data protection authorities and consumer protection authorities for better protection of citizens and consumers in the digital economy has just been adopted by the ICDPPC <a href="#">privacyconference2018.org/system/files/2...</a> <a href="#">#icdppc2018</a>  <a href="#">@ICDPPCSec</a> </div> <div>View Tweet activity</div> <div>Promote</div>				16,197	332	2.0%


 ICDPPC2018 Retweeted



**Omer Tene** @omertene · Oct 25

.@Buttarelli\_G closes a remarkable event. Much more than a [#privacy](#) conference, it will become the cornerstone for a future of ethical tech and AI at the service of our children and their children. Giovanni, once again you have (far) exceeded all expectations. Bravo! [#ICDPPC2018](#)







 1
  39
  73
 

 ICDPPC2018 Retweeted


**Sophie Kwasny** @SophieKwasny · Oct 26

On my way home after a thrilling [@icdppc2018](#) I can't help thinking how privileged I am to work with amazing people and friends, and meet new ones. Thank you for your commitment to defending the right to data protection, and doing it in such an enjoyable manner for those around ❤️

 2
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  45
 



ICDPPC2018 Retweeted



**Valentina Carollo** @v\_carollo · Oct 26

Che giorni emozionanti alla conferenza #dataprotection e #privacy @icdppc2018! 1.000 standing ovation per @Buttarelli\_G e il suo team @EU\_EDPS È iniziata a Bruxelles la rivoluzione etica digitale. #ICDPPC2018 #DebatingEthics

Translate Tweet



6

12



ICDPPC2018 Retweeted



**Data Protection Commission Ireland** @DPCIreland · Oct 26

A very special thanks to our dear friend and colleague @Buttarelli\_G and his team @EU\_EDPS for hosting an exceptional international #dataprotection and #privacy #ICDPPC2018 conference #DebatingEthics



EDPB, ICDPPC2018, EDPS and Giovanni BUTTARELLI



28

57



Olivier Coppins and 2 others Retweeted



**Tim Cook** @tim\_cook · Oct 24

It was an honor to be invited to #ICDPPC2018 in Brussels this morning. I'd like to share a bit of what I said to this gathering of privacy regulators from around the world. It all boils down to a fundamental question: What kind of world do we want to live in?



180

1.7K

6.2K



ICDPPC2018 Retweeted



**Paul Breitbarth** @EuroPaulB · Oct 25

Standing ovation congratulating the @EU\_EDPS and @Buttarelli\_G with a wonderful conference @icdppc2018. Thank you!



2 17 29

ICDPPC2018 Retweeted



**ceren unal** @cerenunl · Oct 25

Many thanks to @icdppc2018 and @W\_Wiewiorowski for the inspiring #creativecafe It was great to meet fellow participants, exchange ideas and collaborate! #debatingethics #privacy



**ICDPPC2018** @icdppc2018

.@W\_Wiewiorowski Reporting on #creativecafe. What are the pathways to make #digitaletics operational? 1) New methodologies needed to build #ethics into fabric or orgs and #tech 2) need empowered employees who use...

Show this thread

2 6

## ANNEX D: PRESS REVIEW

The presence of international media at the 2018 international conference is testament to the global interest in both the subject matter and the speakers involved in this ‘privacy marathon’, held in the heart of Europe.

Keynote speeches from Apple CEO Tim Cook and Sir Tim Berners-Lee, the inventor of the World Wide Web, guaranteed that press coverage for the conference stretched beyond the usual coterie of privacy-focused journalists, thus attracting a broader audience.

81 media organisations from 23 different countries followed the four-day event. Broadcasters, news agencies and leading newspapers were all active at the conference, from CNN and CNBC to Bloomberg, the Wall Street Journal and the Financial Times. In total, 125 journalists were present. The most highly-represented nations were Belgium, the United States, Italy and the United Kingdom, but journalists from Japan, China, the United Arab Emirates, Senegal, Kenya - and many more - were also in attendance. The press coverage of the conference was truly global in scope.

The press conference, held in the European Parliament on Wednesday 24 October 2018, was a unique opportunity for media professionals to meet with European Data Protection Supervisor, Giovanni Buttarelli, and to explore the new frontiers and challenges regarding data protection and ethics in the year of the General Data Protection Regulation.

A particularly detailed report on the 2018 international conference was published by MLex Market Insight shortly after the conference came to a close. The report of some 34 pages, provides analysis on the theme of the conference.

The 2018 international conference and the the European Data Protection Supervisor were mentioned in more than 1564 online articles between 22 and 26 October, representing a phenomenal level of press coverage.

### **A selection of articles that were published**

[https://www.corriere.it/economia/leconomia/18\\_ottobre\\_22/guardiano-ue-nostri-dati-sono-business-proteggere-cura-19db2148-d613-11e8-8d40-82f2988440be.shtml](https://www.corriere.it/economia/leconomia/18_ottobre_22/guardiano-ue-nostri-dati-sono-business-proteggere-cura-19db2148-d613-11e8-8d40-82f2988440be.shtml)

[https://www.huffingtonpost.com/entry/tim-cook-warns-that-personal-data-is-being-weaponized-against-us\\_us\\_5bd1209be4b0a8f17ef3e85a](https://www.huffingtonpost.com/entry/tim-cook-warns-that-personal-data-is-being-weaponized-against-us_us_5bd1209be4b0a8f17ef3e85a)

<https://mashable.com/article/tim-cook-privacy-data-industrial-complex/?europa=true>

<https://techcrunch.com/2018/10/24/tim-berners-lee-on-the-huge-sociotechnical-design-challenge/>

<https://sputniknews.com/analysis/201810251069198639-digital-ethics-data-protection/>

<https://www.neweurope.eu/article/eus-buttarelli-says-personal-data-protection-a-pillar-of-democracy/>



<https://www.neweurope.eu/article/the-future-of-the-ethical-engineer/>

<http://www.msn.com/en-us/money/companies/apples-cook-set-to-back-strong-privacy-laws-in-europe-us-at-brussels-event/ar-BBONgGi>

<https://www.businessinsider.com/apple-ceo-tim-cook-attacks-tech-firms-that-hoard-data-2018-10?r=US&IR=T>

<https://www.nikkei.com/article/DGKKZO3690375025102018MM0000/>

<http://stock.10jqka.com.cn/20181025/c607777087.shtml>

[https://www.adnkronos.com/immediapress/ict/2018/10/24/international-conference-data-protection-and-privacy-commissioners\\_bIHIIINEf5zHMHoenWYJOvK.html](https://www.adnkronos.com/immediapress/ict/2018/10/24/international-conference-data-protection-and-privacy-commissioners_bIHIIINEf5zHMHoenWYJOvK.html)

<https://hub.packtpub.com/epics-public-voice-coalition-announces-universal-guidelines-for-artificial-intelligence-ugai-at-icdppc-2018/>



Alberto Romagnoli (Rai) interviewing Giovanni Buttarelli



The press conference at the European Parliament

**TECH** 10:04 AM EST WED JUN 17

## Tim Cook Warns That Personal Data Is Being 'Weaponized Against Us'

The process of collecting scraps of data and assembling them allows companies "to know you better than you know yourself," Apple's CEO said.

By Carlo Bernasconi

Apple's chief executive, Tim Cook, warned Wednesday that personal data is being "weaponized against us" and called for more regulation of digital privacy.

Speaking at the International Conference of Data Protection and Privacy Commissioners in Brussels, Cook said:

"As far back as 1890, future Supreme Court Justice Louis Brandeis published an article in the Harvard Law Review, making the case for a "Right to Privacy" in the United States.

**TRENDING**

- Frankie Trump Says "Lock Her Up" Doesn't Apply To Her
- Sarah Huckabee Sanders Gets Fact-Checked Live On Air By CNN
- MaeBee Focused On Tip About Roger Stone And WikiLeaks Plans, Document Shows

[https://www.huffingtonpost.com/entry/tim-cook-warns-that-personal-data-is-being-weaponized-against-us\\_us\\_5bd1209be4b0a8f17ef3e85a](https://www.huffingtonpost.com/entry/tim-cook-warns-that-personal-data-is-being-weaponized-against-us_us_5bd1209be4b0a8f17ef3e85a)

# Apple CEO Tim Cook comes out swinging against companies collecting your private data

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Apple CEO Tim Cook warns of the rising "data industrial complex."

IMAGE: ARIS OKRCHOU/AFRIQUTTY/114065



Speaking at the International Conference of Data Protection and Privacy Commissioners, Apple CEO [Tim Cook warned](#) of tech's "data industrial complex."

BY MATT  
BINDER

2018-10-24  
15:09:29 UTC

"Our own information, from the everyday to the deeply personal, is being weaponized against us with military efficiency," said Cook. "These scraps of data, each one harmless enough on its own, are carefully assembled, synthesized, traded and sold. Taken to its extreme this process creates an enduring digital profile and lets companies know you better than you may know yourself."

<https://mashable.com/article/tim-cook-privacy-data-industrial-complex/?europe=true>

<https://techcrunch.com/2018/10/24/tim-berners-lee-on-the-huge-sociotechnical-design-challenge/>

## Tim Berners-Lee on the huge sociotechnical design challenge

Natasha Lomas [@natashalomas](#) · 1 month ago

13 comments



In a speech discussing ethics and the Internet, the inventor of the World Wide Web, Sir Tim Berners-Lee, has tasked the technology industry and its coder army with paying continuous attention to the social free software is consuming as they go about connecting humanity through technology.

Coding must mean consciously grappling with ethical choices in addition to architecting systems that respect core human rights like privacy, he suggested.

"Ethics, like technology, is design," he told delegates at the 40th International Conference of Data Protection and Privacy Commissioners (ICDPPC) which is taking place in Brussels this week.





<https://sputniknews.com/analysis/201810251069198639-digital-ethics-data-protection/>

**AppleのクックCEO、プライバシー国際会議で“個人データの武器化”に警鐘** ●

25 October 2018 - Yahoo!ニュース Japan

データ保護プライバシー・コミッショナー国際会議で講演するティム・クックCEO...  
集められ、どう使われているかを知る権利・個人が自分のデータを修正あるいは削除する権利・個人データの安全 ICDPPCにはこの後、米Googleのスンダー・ピチャイCEOも動画メッセージで参加した。(Facebookのマーク・ザッカーバーグCEOも参加したはずだがまだ動画は公

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**力挺美國聯邦隱私法 庫克警告個資被當作武器** 🇺🇸

24 October 2018 - Yahoo! News Taiwan

(路透社華盛頓24日電)蘋果公司(Apple)執行長庫克(Tim Cook)今天表示,企業為了提高獲利,將客戶資料當作「具有軍事效率的武器」。庫克在國際資料保障及隱私專員國際會議(International Conference of Data Protection and...  
戶資料當作「具有軍事效率的武器」。庫克在國際資料保障及隱私專員國際會議(International Conference of Data Protection and Privacy Commissioners)上表示,蘋果支持美國聯邦隱私法,還宣揚蘋果保護用戶資料和隱私的承諾

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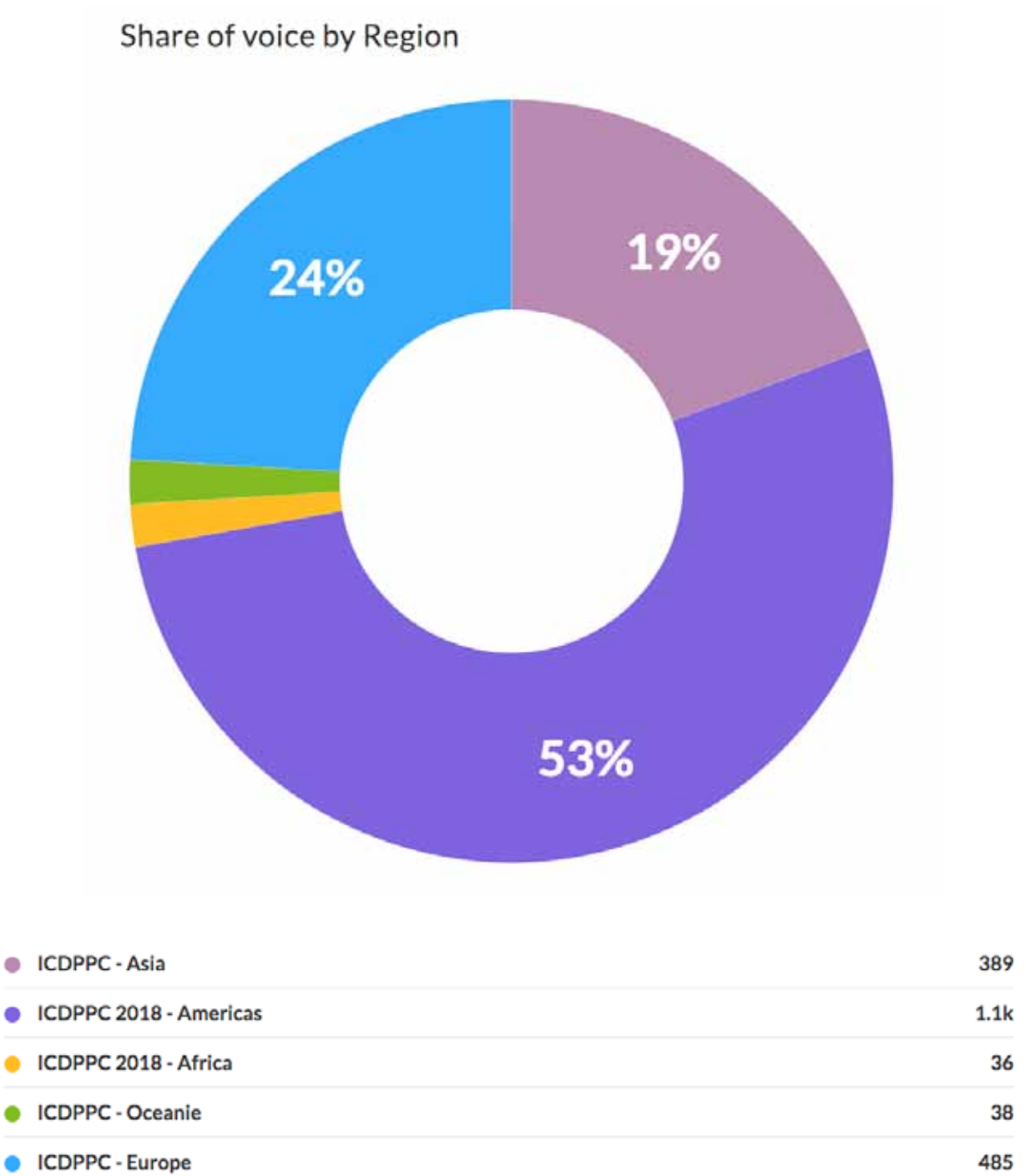
**מנכ"ל אפל: פרטיות מקוונת היא זכות אדם יסודית** 🇺🇸

24 October 2018 - כלכליסט עמוד הבית

שהוחלל בשטחו. בנוסף, GDPR טים קוק צפוי לנאום היום בפני כנס רגולטורים של האיחוד האירופי, במהלכו ישבח את תקנות...  
...צפוי לתמוך בחקיקה נוספת...  
בפני כנס של רגולטורים של פרטיות מכל העולם, שנערך בבריסל. לפי הנאום, International Conference of Data Protection and Privacy Commissioners,

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Worldwide Press Coverage of the International Conference 2018



Press articles by region

## ANNEX E: SIDE EVENTS DURING THE 2018 INTERNATIONAL CONFERENCE

1. *From Privacy to Ethics: Misuse, Missed Use, and the Public Good*, hosted by UN Global Pulse, an initiative of the United Nations Secretary-General, in association with EDPS and IAPP
2. *Convention 108+ : the global data protection Convention*, organised by the Council of Europe
3. *Common Thread Network. Annual General Meeting*, organised by Common Thread Network
4. *From Principles to Practice: Building a Model Artificial Intelligence Governance Framework*, co-hosted by the World Economic Forum, Info-communications Media Development Authority of Singapore and Personal Data Protection Commission, Singapore
5. *China and personal data protection*, organised by Beijing Normal University
6. *Hacking Democracy - New digital threats to privacy and the democratic process*, organised by European Academy for Freedom of Information and Data Protection (EAID)
7. *From Privacy Project to Privacy Program*, organised by Nymity
8. *Data Protection in Humanitarian Action: 2nd Working Series*, co-hosted by the Belgian Ministry of Foreign Affairs, the ICRC and the Brussels Privacy Hub.
9. *LatAm & EU: Data Protection in a Globalized World*, organised by the European Commission, the Ibero American Data Protection Network and the European Data Protection Supervisor
10. *Ethics by Design: Building A Framework for Ethical Assessments and Data Stewardship*, co-hosted by Information Accountability Foundation and The Privacy Commissioner for Personal Data, Hong Kong, China
11. *The Concept of "Fairness" in Data Protection*, organised by CIPL
12. *The Role of Ethics Committees in Ensuring Data Subject Privacy in Health-related Research*, organised by the Ethics & Integrity Sector, DG Research & Innovation, European Commission and Good Clinical Practice Alliance – Europe (GCPA) & Strategic Initiative for Developing Capacity in Ethical Review (SIDCER)
13. *Using risk management to think about privacy and trust as critical brand assets*, organised by The Providence Group, Reed Smith LLP and the AEGIS Project, a Horizon 2020 project accelerating EU-US cooperation in privacy and cybersecurity.
14. *AI, Ethics, and Fundamental Rights*, organised by The Public Voice
15. *Data Protection in the Middle East: A Practical Perspective*, organised by Vijay Laxmi
16. *The future for collective action under the GDPR*, organised by Privacy Laws & Business in association with the Brussels Privacy Hub
17. *Improving the Transatlantic Privacy Relationship*, organised by Sidley Austin LLP
18. *The role legal protection insurers can play in data protection*, organised by The International Association of Legal Protection Insurance - RIAD
19. *AI in Content Moderation: Capabilities and Limitations*, organised by Center for Democracy & Technology (CDT)
20. Meeting of the Ibero-American network of DPAs, organised by the Spanish DPA and EDPS
21. *Online advertising is broken: Can ethics fix it?* Organised by Mozilla



22. *Leveraging GPEN to Enhance Enforcement Cooperation in AI context*, organised by GPEN
23. *All in This Together: Applying International Best Practices in Privacy Regulation to Enhance Global Compliance*, organised by the U.S. Chamber of Commerce and American Chamber of Commerce to the European Union
24. *Big Data in Health Research: Challenges and Experiences*, organised by Privacy Analytics
25. *The Future of the EU-U.S. Privacy Shield Post-Second Annual Review: Preserving its Benefits to EU and U.S. Consumers and Businesses*, organised by EuroCommerce & National Retail Federation (NRF)
26. *Digital Ethics in Action: Practically addressing data ethics in the private sector*, organised by Promontory
27. *UNESCO's Internet Universality Indicators*, organised by UNESCO
28. *Privacy and Counter-Terrorism*, organised by OPC- Canada and UN Security Council and Counter-Terrorism Executive Directorate (CTED)
29. *Data Protection in the Era of Connected World*, organised by the Personal Information Protection Commission, Japan
30. *The Concept of "Fairness" in Data Protection*, organised by CIPL
31. *Democracy Disrupted. How can data protection law protect our electoral integrity, A conversation with UK Information Commissioner Elizabeth Denham and UK Deputy Information Commissioner Steve Wood*, organised by Information Commissioner's Office, UK.
32. *Lessons from Carpenter - expectations of privacy in a globalised world*, organised by Mozilla
33. *The General Data Protection Regulation five months on*, co-organised by the EDPS and the EDPB
34. *Privacy Perspectives from the Asia-Pacific: Moving Toward Interoperability*, organised by C&M International and GSMA
35. *Looking Under the Hood: How Facebook builds AI with privacy and ethics by design*, organised by Facebook
36. *Learning To Live With Data Protection*, organised by Trust in Digital Life Association
37. *Digital Data Flows Master Class: Emerging Technologies*, organised by Future of Privacy Forum and the Brussels Privacy Hub of the Vrije Universiteit Brussel
38. *GDPR and the implementation of its modern regulation*, organised by Scope Europe
39. *DPOs: Navigators for implementing the GDPR*, organised by the Confederation of Data Protection Organisations (CEDPO)
40. *How Well Is GDPR Working?* Organised by Trust in Digital Life Association
41. *Annual Meeting of African Data Protection Authorities*, organised by the National Commission for the Personal Data Protection Control (CNDP) of Morocco

## ANNEX F: ACCOUNTABILITY

The European Data Protection Supervisor (EDPS) and the Bulgarian Commission for Personal Data Protection (CPDP) were the co-hosts of the 2018 International Conference of Data Protection and Privacy Commissioners (ICDPPC) that took place in Brussels from 22-26 October 2018.

For practical purposes, the EDPS was the lead authority responsible for the organisational aspects and policy decisions required to deliver the conference and associated events in Brussels.

The CPDP was the lead authority responsible for the organisational aspects and policy decisions required to deliver the associated privacy events taking place in Bulgaria together with the participation of attendees in Sofia to the public session of the conference in Brussels via video link.

To ensure smooth coordination of these events, the EDPS and CPDP organising teams were in close, regular contact to keep each other informed of updates in their respective organisation of events, registration and decisions, such as the support from external organisations for the conference.

The EDPS took the decision not to use sponsorship to deliver the closed and public sessions of the conference in Brussels but to rely on the conference registration fees and to some extent on the EDPS budget. The execution of financial resources from the EDPS' own budget complied strictly with the legal and administrative requirements for EU institutions and bodies,

## ANNEX G: SPECIAL THANKS

The success of the 2018 International Conference can be attributed to a number of people and organisations, both in front of and behind the scenes. Some of these unsung supporters are listed below. Our sincere apologies to anyone we might have inadvertently missed.

- Our Advisory Committee: Elizabeth Denham, UK Information Commissioner; Daniel Therrien, Privacy Commissioner of Canada; Fanny Hidvégi, Access Now; Rob Wainwright, Former Director of Europol; Teki Akuetteh Falconer, Former Executive Director of Data Protection Commission of Ghana; Professor Melissa Lane, Princeton University; Valeria Milanes, Asociación por los Derechos Civiles (ADC); Effy Vayena, Health Ethics and Policy Lab ETHZ; Cécile Wendling, AXA Group; Luciano Floridi, Oxford Internet Institute. Read more at <https://www.privacyconference2018.org/index.php/en/conference/advisory-committee>
- The Ethics Advisory Group: J. Peter Burgess, Jaron Lanier, Aurélie Pols, Antoinette Rouvroy, Jeroen Van den Hoven, Luciano Floridi. Read more at [https://edps.europa.eu/sites/edp/files/edpsweb\\_press\\_releases/edps-2016-05-edps\\_ethics\\_advisory\\_group\\_en.pdf](https://edps.europa.eu/sites/edp/files/edpsweb_press_releases/edps-2016-05-edps_ethics_advisory_group_en.pdf)
- EPIC <https://www.epic.org>
- The European Commission <https://ec.europa.eu>
- The European Parliament <http://www.europarl.europa.eu>
- Our event organiser, Forum Europe <https://forum-europe.com>
- The ICDPPC Executive Committee <https://icdppc.org>
- The International Association of Privacy Professionals <https://iapp.org>
- The interpreters at the European Parliament and the Palais d'Egmont
- Our media and communications consultant Duncan Hart at <http://cameroncommunications.co.uk>
- Palais d'Egmont <https://www.ccegmont.be>
- Our participatory consultants Maria Scordialos at <http://www.the-lwi.org> and Linda Joy Mitchell at <http://www.lindajoymitchell.org.uk>, their team Dimitris Stratakis and Eirini Vanikiotis and our graphic recorder, Zulma Sofia Patarroyo at <https://pataleta.net>
- Sébastien Collette <http://www.synapsis-group.com>





EDPS core conference organising team: (back row left to right) Parminder Mudhar, Ernani Francesco Cerasaro, Veronica Moro, Barbara Giovanelli; (front row left to right) Anne Noel, Isabelle Baron, Marco Moreschini, Filippo Segato.

From the EDPS: Delphine Harou, Claire Gayrel, Fanny Coudert, Achim Klabunde, Thomas Hubert, Courtenay Mitchell, Olivier Rossignol, Agnieszka Nyka, Joseph Sweeney, Francesco Albinati, Benoit Pironet, Christophe Joassin, Jean-Francois Monfort, Marta Cordoba Hernandez, Christian d’Cunha, Anna Colaps, Tooba Kazmi, Maria Jose Salas Moreno, Martine Vermaut and all EDPS and EDPB secretariat colleagues.



SECRÉTAIRERIE D'ÉTAT

PREMIÈRE SECTION - AFFAIRES GÉNÉRALES

Du Vatican, le 18 octobre 2018

N. 423.706

« Monsieur Giovanni BUTTARELLI  
Contrôleur de l'Union Européenne  
pour la protection de la vie privée  
et des données personnelles

BRUXELLES

Sa Sainteté le Pape François se réjouit que la 40<sup>ème</sup> Conférence Mondiale des Commissaires à la protection de la vie privée et des données personnelles réunisse des acteurs provenant, entre autres, des milieux de l'industrie, du monde académique ainsi que des autorités publiques, pour réfléchir sur l'identification de nouveaux principes éthiques à appliquer au développement technologique toujours croissant. À ce sujet, l'Église ne peut se lasser de rappeler que la technologie et les facilités qu'elle offre « sont de précieuses ressources quand elles sont mises au service de l'homme et en promeuvent le développement intégral au bénéfice de tous ; elles ne peuvent cependant indiquer à elles seules le sens de l'existence et du progrès humain » (*Catéchisme de l'Église catholique*, n. 2293). Et comme le Pape François l'a souligné dans l'Encyclique *Laudato si'* : « Comment la société prépare-t-elle et protège-t-elle son avenir dans un contexte de constantes innovations technologiques ? Le droit, qui établit les règles des comportements acceptables à la lumière du bien commun, est un facteur qui fonctionne comme un modérateur important » (n. 177). Il faut donc souhaiter que vos travaux projettent une nouvelle lumière sur la promotion du bien commun ainsi que sur le respect de la dignité et de la bonne renommée des personnes, notamment dans le domaine de l'information médiatique (cf. *Message pour la Journée Mondiale des Communications Sociales 2018*, n. 2). En formant ce vœu, le Pape implore la bénédiction de Dieu Tout-Puissant sur vous et sur tous les participants de la Conférence.

✠ Cardinal Pietro Parolin  
Secrétaire d'État de Sa Sainteté »

Veuillez croire, Excellence, à mes sentiments cordiaux et dévoués.

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Son Excellence  
Monseigneur Alain Paul LEBEAUPIN  
Nonce Apostolique auprès de l'Union Européenne  
BRUXELLES



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GARANTE EUROPEO PER LA PROTEZIONE DEI DATI-EUROPEAN DATA  
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PRESIDENTI E AI MEMBRI DELLE AUTORITA' INDIPENDENTI, AI  
RELATORI E A TUTTI I PRESENTI, PROVENIENTI  
DA NUMEROSI PAESI, ALLA 40MA CONFERENZA INTERNAZIONALE OF  
DATA PROTECTION AND PRIVACY COMMISSIONERS DAL TITOLO  
'DEBATING ETHICS :  
DIGNITY AND RESPECT IN DATA DRIVEN LIFE''.  
IL TEMA CONGRESSUALE, VOLTO ALLA RICERCA DI UN EQUILIBRIO  
TRA USO DELLE NUOVE TECNOLOGIE E RISPETTO DELLA PRIVACY DI  
OGNI INDIVIDUO, MATERIA DI PARTICOLARE COMPLESSITA', E' UNO  
DEGLI ARGOMENTI CRUCIALI DELL'EPOCA MODERNA, PERCEPITO CON  
SEMPRE MAGGIORE SENSIBILITA' DALLA PUBBLICA OPINIONE.  
GLI STRUMENTI OFFERTI DALLA RETE, PUR COSTITUENDO UNA  
RISORSA PREZIOSA PER LA CONOSCENZA E PER LA  
COMUNICAZIONE, POSSONO DIVULGARE, IN ASSENZA DI UN ADEGUATO  
SISTEMA DI GARANZIA, INFORMAZIONI RIGUARDANTI LA SFERA  
PERSONALE DI CIASCUN INDIVIDUO, VIOLANDO DIRITTI  
FONDAMENTALI AMPIAMENTE RICONOSCIUTI ANCHE IN AMBITO  
INTERNAZIONALE.  
IL RUOLO FONDAMENTALE SVOLTO IN QUESTI ANNI DALLE  
AUTHORITY, GRAZIE AL CONTRIBUTO AUTOREVOLE DEI SUOI  
COMPONENTI, TESTIMONIA L'ESIGENZA CONDIVISA DI INCORAGGIARE  
INTERVENTI CAPACI DI SUPERARE L'APPROCCIO  
NORMATIVO, AFFIANCANDOLO CON L'INDIVIDUAZIONE DI PRINCIPI  
ETICI PER ORIENTARE LO SVILUPPO TECNOLOGICO E LE SFIDE  
DELLA CONTEMPORANEITA'.  
NELL'ESPRIMERE APPREZZAMENTO PER IL VOSTRO IMPEGNO, FORMULO  
I PIU' SENTITI AUGURI DI BUON LAVORO.

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