

Digital Day

MÜNCHEN | 6 MAI 2021

UHRZEIT / TIME (MEZ)	VERANSTALTUNG / SESSION	BESCHREIBUNG / DESCRIPTION
9-9.15am	Welcome Hans-Hermann Aldenhoff, Stephan Ulrich, Christopher Götz, Simmons & Simmons LLP	Begrüßung durch Simmons & Simmons und eine kurze Schilderung des Tagesablaufs. Brief welcome from Simmons & Simmons and setting out agenda of the day.
9.15-10.15am	Creating a data strategy – key practical and legal issues Alexander Brown, Christopher Götz, Sue Diver, Simmons & Simmons LLP Peter Lee, Simmons Wavelength	In this session, we give an overview on how a data strategy, which is the basis for any successful data commercialization effort, should be developed, and which key practical and legal issues have to be taken into account in the development and implementation phase of any such data strategy.
10.15-10.30am	Pause / Break	
Daten und Datenschutz / Data and data protection		
10.30-11am	GDPR update: recent developments and enforcement trends (German with English audio-captioning) Matthias Bergt, Berlin Data Protection Authority	In this session, recent developments and enforcement trends in relation to the GDPR, including impact of "Schrems II" for companies, are discussed from the perspective of a German Data Protection Authority.
11-11.30am	Privacy global best practices Anna Zeiter, Associate General Counsel & Chief Privacy Officer, eBay Inc	Anna Zeiter, Associate General Counsel and Chief Privacy Officer of eBay Inc. will discuss privacy global best practices from an internal, external and economic perspective.
11.30am-12pm	Focus on China: New data and data protection laws on the horizon Jingyuan Shi, Simmons & Simmons LLP Jessie Luo, Chief privacy protection legal expert, Huawei	A discussion on the long awaited China Data Protection Law, which is in draft form but expected to be promulgated very soon, and its massive implications to companies that deal with personal data of China-based data subjects (regardless whether company has a presence in China). The session will also look at data enforcement actions and trends in China and recommendations on how to deal with it.

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12-1pm	Mittagspause / Lunch break Legal data product showcase (12.15-12.50pm)	Learn more about our legal data products: Legal Engineering, CTRL Transfer and Rocketeer
Datenrelevanz für Unternehmen / Relevance of data for business		
1-1.20pm	How to use process data to drive intelligent business execution in real time (German with English audio-captioning) Bastian Nominacher, Co-founder and Co-CEO, Celonis	Ninety-nine percent of success in business is good execution, which is all about processes. By applying process intelligence to real-time data from transactional systems, we can identify and unlock execution capacity across core business functions to eliminate billions of dollars in corporate inefficiencies, provide a better customer experience, consume fewer resources and to improve overall business performance.
1.20-1.40pm	Cybersecurity: how to fight data attacks Henry Heinemann, EMEA Head of New Product Go-to-Market, Cloudflare	As digitalisation is increasing, so is the amount of data that companies process and store. Cybersecurity has become an important part in keeping this valuable data protected. Cloudflare blocks an average of 72 billion threats per day, including some of the largest DDoS attacks in history. Henry will provide examples of high profile cases and give insights into how such data attacks can be tackled.
1.40-2pm	Quality of data and its relevance for machine learning (e.g. in the life science sector) (German with English audio-captioning) Prof. Dr. Peer Kröger, Professor of Information Systems, Christian-Albrechts University Kiel	Peer Kröger is a Professor of Information Systems at the Christian-Albrechts-University in Kiel. Previously, he worked as a Professor and Director of the Data Science Lab at Ludwig-Maximilians-University in Munich (LMU). Peer Kröger will discuss that the quality of data is crucial for the quality of machine learning.
2-2.30pm	Data breaches and legal implications Robert Allen, Felix Zimmermann, Sascha Kuhn, Simmons & Simmons LLP	In this session speakers from Germany and the UK will provide insights from their respective jurisdiction on a number of cybersecurity related topics including cloud computing, enforcement litigation, GDPR and insurance.

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2.30-2.45pm	Pause / Break	
Geschäftsmodelle mit Daten und Datenethik / Business models with data and data ethics		
2.45-3.15pm	Investing in digital business models Fabian v. Samson, Simmons & Simmons LLP Sebastian Bärhold, Co-founder, IDnow Martin Kassing, Founder and CEO, Upvest Markus Lessing, Partner, Involved	<p>Wir besprechen mit Sebastian Bärhold von IDnow und Alexander Reichhardt von Upvest und Markus Lessing von Involved Investitionen in und Investitionsstrategien von digitalen Unternehmen.</p> <p>In this session we discuss with IDnow's Sebastian Bärhold, Upvest's Alexander Reichhardt and Involved's Markus Lessing on investments in and investment strategies of digital businesses.</p>
3.15-3.45pm	Crypto assets: key trends in Europe Jochen Kindermann, George Morris, Simmons & Simmons LLP	<p>The topic of crypto assets is on everyone's radar and the recent Coinbase exchange listing underlined the importance of this topic. The EU and all local regulators reacted to these developments with various regulatory initiatives. In this session we will highlight some of the latest regulatory across the EU and the UK.</p>
3.45-4.15pm	Data and ethics: Trade offs between data optimisation and ethical considerations Sophia Adams Bhatti, Head of Strategy and Policy, Simmons Wavelength Mark Caine, Artificial Intelligence and Machine Learning lead, World Economic Forum Professor Burkhard Schafer, Professor of Computational Legal Theory, The University of Edinburgh Patricia Shaw, CEO and Founder, Beyond Reach Consulting Limited	<p>Every business is a data business. How well a business uses and manages this data is the difference between those who will fail and succeed. Using data well is not all about optimisation, companies are custodians of trust, treating data 'well' is equally expected by customers and clients, let alone regulators. This session will examine the emerging must have considerations when looking to optimise data. What role should ethical frameworks play? What is the interface between ethical considerations and the regulatory and legislative frameworks? Is there a trade off between data optimisation and ethics? Are these tensions reconcilable? If so how? And how should the suit be responding to these challenges.</p>
4.15pm	Schlussworte / Closing remarks Christopher Götz, Simmons & Simmons LLP	