AGENDA
WEDNESDAY, MAY 15, 2019 – DAY 1

12:15 p.m. – 1:00 p.m. Registration/Lunch (Congress Auditorium / Lunch Room)

1:05 p.m. – 1:15 p.m. Chair Welcome (Congress Auditorium)
Mauricio F. Paez (Jones Day, New York)

1:15 p.m. – 1:45 p.m. Keynote Speaker
Mtro. Francisco Javier Acuña Llamas (Chair Commissioner, National Institute for Transparency, Access to Information and Personal Data Protection (INAI) México)

2:00 p.m. – 3:15 p.m. Session 1: The Value of Data and Its Future in Latin America (Congress Auditorium)
Mobility, social media, electronic commerce, cyber-physical machines, artificial intelligence, and the vast amounts of data generated by these platforms and technologies create significant value for both the private and public sectors (consumers, businesses, and governments). These continuing technology advancements are driving significant changes in key sectors, raising new and complicated policy and legal questions. This session will discuss these digital trends and will provide insights regarding the value, risks, and legal complexity these advancements present in the Latin American region, particularly in certain key industries (including law). The panelists will address issues with connected machines, consent-based data processing, data sovereignty, and ethical considerations.

MODERATOR: Guillermo E. Larrea (Jones Day, Mexico City), glarrea@jonesday.com

SPEAKERS: Lina Ornelas (Google), Laura Juanes (Facebook), and Christian Paredes (SAP México)
Session in Spanish

3:30 p.m. – 4:45 p.m. Session 2: Digital Compliance in Latin America (Congress Auditorium)
Exponential increases in data, behavioral modeling and tracking, and the spread of consumer-connected things are raising novel ethical questions. This session will discuss issues presented by technology advances and implications for data protection compliance in the digital world. Our professionals will analyze recent trends in trust models and will explain how regulatory trends are advancing ethical principles for technology companies in the development and adoption of new technologies and data-processing practices, including those related to artificial intelligence, dynamic social networking, and blockchain. The session will also address how companies can manage liability, compliance, and cyber-risks while realizing the value provided by the new technologies and the data they generate.

MODERATOR: Mauricio F. Paez (Jones Day, New York), mfpaez@jonesday.com

SPEAKERS: Juan Carlos Carrillo (IBM), Paula Vargas (Facebook), Joel Kandy (ThetaRay), and Guillermo E. Larrea (Jones Day, Mexico City)
Session in English
5:00 p.m. – 6:15 p.m. **Session 3: Key Aspects of Cybersecurity in Latin America** *(Congress Auditorium)*

The Latin American region continues to be plagued by cybersecurity attacks, with attackers seemingly remaining one step ahead. In the past year, new policy and legal approaches have been adopted in the region to address these cyber-risks. This session will cover the most recent vulnerabilities and their impact on corporations in Latin America. The panelists will address the role played by cybersecurity products and services to combat this evolving threat, as well as key differences in the approach to cybersecurity defense taken in other regions. Our professionals will discuss their companies’ global digital and cybersecurity strategies, “active defense,” public and private partnerships, artificial intelligence, public cyber-awareness, and evolving best practices that are helping to combat the hacking scourge. The panelists will also provide practical approaches to implementing cybersecurity enterprise risk-management programs in global enterprises.

**MODERATOR:** Mauricio F. Paez (Jones Day, New York), mfpaez@jonesday.com

**SPEAKERS:** Dan Nirdlinger, (SAP, USA), Ron Plesco (KPMG), and Alfonso Cuchi (Dow Jones)

Session in English

6:30 p.m. – 9:30 p.m. **Reception**

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8:00 a.m. – 9:15 a.m. **Session 4: Latin America’s Legislative Update on Personal Data and Cybersecurity** *(Congress Auditorium)*

Every year brings significant new regulatory developments in the area of data protection as jurisdictions around the world adopt evolving approaches to the regulation of personal data privacy and security. Several Latin American countries have recently adopted or amended comprehensive data protection laws, many of which represent the most stringent data protection regulations in the Americas. This session will cover the latest legislative developments in key Latin American jurisdictions, including Brazil, Chile, Costa Rica, Colombia, and Mexico. Leading regulators will provide insight into their countries’ approaches to data protection and will discuss enforcement trends and priorities, recent experiences in data breach notification and restrictions on data transfers, and potential changes to data protection regulations.

**MODERATOR:** Guillermo E. Larrea (Jones Day, Mexico City), glarrea@jonesday.com

**SPEAKERS:** Mtro. Jonathan Mendoza (Minister of Data Protection, National Institute for Transparency, Access to Information and Personal Data Protection (INAI)), Senator Felipe Harboe Bascuñán (Republic of Chile’s Senate), Sebastian Abarca (Chief of the Data Protection Committee at the Republic of Chile’s Senate), Douglas Salazar (Data Protection Agency of the Inhabitants of Costa Rica (PRODHAB), Costa Rica), and Jose Antonio Batista de Moura Ziebarth (Brazil’s Ministry of Economy)

Session in Spanish

9:30 a.m. – 10:30 a.m. **Session 5: Global Outlook: The GDPR, California and Brazil’s Data Protection Acts, and Other Global Trends** *(Congress Auditorium)*

The new European General Data Protection Regulation (GDPR) broadly impacts global data-processing activities, including those in Latin America. While there are direct implications for maintaining compliance with the GDPR by companies operating in Latin America, some countries in the region have modeled their laws to include similar data protections. This session will provide an update on GDPR enforcement, authoritative guidance, and their practical implications, along with best practices in maintaining GDPR compliance.

**MODERATOR:** Richard Martinez (Jones Day Minneapolis), rmartinez@jonesday.com

**SPEAKERS:** Olivier Haas (Jones Day, Paris), Jose Antonio Batista de Moura Ziebarth (Brazil’s Ministry of Economy), and Diego Gualda (Machado Mayer)

Session in English

10:30 a.m. – 10:45 a.m. Coffee Break
Session 6: LatAm Investigations and Crisis Management in Data Protection and Cybersecurity (Congress Auditorium)

The operational, reputational, business, and compliance impact of data breaches has resulted in new disputes, enforcement investigations and actions, and even litigation. This session will cover recent trends in governmental investigations and enforcement, civil litigation, and administrative proceedings. The panelists will discuss the uncertain liabilities companies face in the region, covering administrative, criminal, and civil proceedings. Lastly, the session will address best practices when responding to incidents that could result in administrative, civil, and criminal liabilities.

MODERATOR: Richard Martinez (Jones Day Minneapolis), rmartinez@jonesday.com
SPEAKERS: Fernando Sosa (SCJN), Alberto Garcia (Pinkerton), Marcos Rosales (FGR, Mexico), Aristedes Mahairas (FBI, New York), and Stephen Fullington (FBI, New York)

Session in Spanish

Session 7A: Credit Information Preservation in Latin America (Congress Auditorium)

To make lending decisions, financial institutions must obtain credit reports from credit bureaus. Typical credit-bureau clients include banks, mortgage lenders, credit-card companies, and other financing companies. Customarily, credit bureaus operate independently, with each receiving information from a different set of sources, but new ways of obtaining and analyzing credit information have become available. This session will address best practices, vulnerabilities, technical solutions, and strategies of credit bureaus and consulting firms when it comes to producing safe, secure, and reliable legal credit reports. The session will also explain the legal basis on which credit bureaus operate in Latin America and will describe new technology trends, including the possibility of building credit reports on the blockchain.

MODERATOR: Sergio O. Alvarez-Mena (Jones Day, Mexico City), salvarezmena@jonesday.com
SPEAKERS: Nick Oldham (Equifax), Mario Arrua (Equifax), and Stanley Foodman (Foodman CPAs and Advisors)

Session in English

Session 7B: Public-Policy Initiatives, Call Centers and Business Process Data vs. Morena Party Initiative (Classroom)

Significant public-policy challenges anticipate major changes in the data protection agenda in Latin America. Call centers, telecom services, and business process outsourcing face an uncertain future—the result of law initiatives requiring opt-in consents or the use of government registers, which are often plagued by bots, spam, and scams. This session will address high-level challenges in the Latin American region for these public-policy issues.

MODERATOR: Guillermo E. Larrea (Jones Day, Mexico City), glarrea@jonesday.com
SPEAKERS: Miguel Calderon (Telefónica), Marisol Mendoza (Atento), and Mauricio Eichner (Atención)

Session in Spanish

Lunch (Congress Auditorium / Lunch Room)

Session 8: Successful Women in Privacy (Congress Auditorium)

For years, women have been key in the development of compliance and privacy positions in global corporations. Women lead in many of the most significant positions in the privacy world, and their roles and responsibilities have transformed legal organizations. This session will share examples of successful leaders and their experiences in privacy and data protection, including professional-achievement stories and ways to overcome hierarchies and rigid governance boards that overlook or are unaware of privacy issues.

MODERATOR: Marina Moreno (Jones Day, Washington), mmoreno@jonesday.com
SPEAKERS: Laura Juanes (Facebook), Daniela Juarez (Novartis), and Maria Solange Maqueo Ramirez (CIDE)

Session in Spanish
3:30 p.m. – 4:30 p.m.  **Session 9: Cybersecurity in the Financial Sector (Congress Auditorium)**

The region’s financial sector has seen a virtual explosion of new-technology adoption and digital transformations. These changes have not been without risk, and many financial-sector organizations have experienced significant cybersecurity attacks, resulting in delayed technology adoption, reduced consumer confidence, and additional regulations. As more digital services are outsourced by financial institutions, the threats they face through the supply chain are increasing. This session will address the challenges in this new era of digitalization and electronic services. The panelists will also discuss the decision-making process, the types of controls and internal structures that financial institutions are demanding, and best practices in managing the effects of cyber-attacks and compliance risks.

**MODERATOR:** Mauricio F. Paez (Jones Day, New York), mfpaez@jonesday.com

**SPEAKERS:** Julián Garrido (McAfee), Jefferson Gutierrez (KPMG), and Alejandro Clares (S21SEC)

*Session in English*

4:30 p.m. – 5:30 p.m.  **Roundtable 1: Financial Technology (FinTech) Companies (Classroom)**

Financial technology (FinTech) is seen as a strategic source of development in Latin America, with FinTech institutions competing to offer the best technology-based services. This roundtable will address key aspects of the new FinTech laws, virtual assets/cryptocurrencies, and tendencies in the region, providing internal feedback from companies involved in the development of this technology.

**MODERATOR:** Guillermo E. Larrea (Jones Day, Mexico City), glarrea@jonesday.com

**SPEAKERS:** Liliana Marcos (CNBV) and Joan Segura Oyamburu (Play Business)

*Roundtable in Spanish*

**Roundtable 2: Payment Systems (Congress Auditorium)**

New payment systems, blockchain, microcurrency, cryptocurrency, and other payment methods are transforming the industry in the region. This roundtable will discuss operational and practical issues associated with payment systems and selecting, implementing, and managing new financial-services products. The discussion will also cover application programming interfaces and their open source for free exchange of information with other institutions.

**MODERATOR:** Boris Dolgonos (Jones Day, New York), bdolgonos@jonesday.com

**SPEAKERS:** Hernan Garza (Paypal) and Alberto Rodriguez (Mnemo)

*Roundtable in English*

5:45 p.m. – 6:45 p.m.  **Session 10: Dos and Don’ts of Data Protection/Cybersecurity in M&A Transactions (Congress Auditorium)**

The risk of buying a data breach, or significantly devalued data assets, is no longer a theoretical issue in mergers and acquisitions; it has now become a reality. Legal counsel have often failed to address the relevance of data and data processing in corporate transactions, with some disastrous results. This session will cover key areas companies must consider in each phase of a transaction, from due diligence and negotiation of the purchase agreement, to post-closing matters (such as transition services; data access, use, and protection; data transfer arrangements; and compliance) and how the issues and approaches vary, depending on the nature of the transaction (acquisitions, divestitures, joint ventures, etc.).

**MODERATOR:** Mauricio Castilla (Jones Day, Mexico City), mcastilla@jonesday.com

**SPEAKERS:** Nicholas Rodriguez (Jones Day, Miami), Shawn Harpen (Patron Spirits), and Jose Eduardo de V. Pieri (BMA)

*Session in English*

6:45 p.m.  **Closure**