

MASTERING EUROPEAN REGULATION OF THE DIGITAL ECONOMY

A one and a half-day training course



CULLEN

INTERNATIONAL

Regulation made simple

Organised by Cullen International

MASTERING EUROPEAN REGULATION OF THE DIGITAL ECONOMY

Cullen International's masterclass explains the key elements of the rapidly changing EU regulatory framework shaping the digital economy, including the European Digital Single Market strategy. It has a special focus on online platforms, privacy and data economy.

The training will provide attendees with a clear overview of:

- the European Commission's Digital Single Market (DSM) strategy and follow-up actions;
- the regulatory concepts, mechanisms, and challenges relevant to the digital economy;
- the protection of consumers when purchasing goods and services online and how the EU has tackled consumers being geo-blocked online;
- the role of competition law (vs. ex-ante regulation) in the digital age;
- recent regulatory initiatives specifically targeting online platforms;
- the privacy regulatory framework affecting both electronic communications service providers and other types of digital service providers, with a special emphasis on the latest developments regarding the implementation of the General Data Protection Regulation and the state of play of the negotiations of the new e-Privacy Regulation;
- the EU framework ensuring the free flow of data within the EU and data transfers outside the EU; and
- recent EU developments relating to cybersecurity.

Who should attend and why?

This class will be of particular interest to:

- individuals who have recently moved into a regulatory position and wish to acquire a rapid grasp of the key debates at the EU level;
- seasoned regulatory experts who have become specialised in a specific regulatory area but who wish to refresh their understanding of the broader range of regulatory issues; or
- those wanting to reflect on regulatory trends in the industry.

This seminar is not designed for experts who already have a broad range of regulatory experience.

The training organiser

Cullen International tracks, reports on and benchmarks regulation and competition law in four sectors – telecommunications, media, digital economy and postal - covering developments across Europe, Americas, the Middle East and North Africa.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

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PRESENTERS

LEAD TRAINER

Michèle Ledger, Head of Media Practice, has extensive knowledge of EU regulation affecting both the digital economy and media sectors and the implementation at national level across Europe. She also works at the law faculty of the University of Namur, Belgium.

Michèle joined Cullen International in 1998, previously working as a researcher at the Research Centre for Information, Law and Society (CRIDS) at the University of Namur.

TEAM OF TRAINERS

All the Cullen International trainers are seasoned regulatory affairs professionals working in the digital economy practice.

Suzanne Jude, Senior Analyst, follows competition law developments at EU and national levels. Prior to joining Cullen International, she was a competition lawyer in several international law firms. She has a PhD in European competition law.

Javier Huerta Bravo, Head of Digital Economy Practice, specialises in the European Digital Single Market strategy. He also follows national regulatory developments in Italy and Spain. Before joining Cullen International in 2014, Javier worked at the European Commission (DG Internal Market) on various topics related to online services and the digital economy. He is a qualified lawyer.

Sofia Dilinos, Analyst, specialises in privacy and copyright. Before joining Cullen International in 2016, she worked as EU affairs manager at the Interactive Advertising Bureau Europe (IAB Europe) and as journalist for various media.

James Thomson, Principal Analyst, works across a wide range of topics covered by the digital economy practice, including privacy, cybersecurity, e-commerce and payments, cloud, the Internet of Things, online platforms and the liability of intermediaries. He also follows national developments in the UK. James joined Cullen International in 1999.



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COURSE TIMINGS

Starting at 9:00 am on the first day,
and ending at 1:00 pm on the second day.

>>> For future course dates, please visit our website: www.cullen-international.com

DAY 1

Introduction to the training course
Delegate introductions and objectives

SESSION 1 SETTING THE SCENE ABOUT DIGITAL ECONOMY REGULATION

For more than 15 years the EU has developed policy initiatives to shape the online sector and has sought to apply some core principles to the provision of online services. This session will provide an insight into these underlying principles and will seek to put the European Commission's recent Digital Single Market Strategy into this historical perspective.

- The applicable EU regulatory frameworks, definitions, and underlying objectives.
- The country of origin and freedom to provide services principles and exceptions.
- The roles of legislation, self-regulation and regulatory authorities.

SESSION 2 CONSUMER ACCESS TO DIGITAL SERVICES

This part will focus on the most recent EU initiatives to remove barriers to e-commerce within the EU. It will address:

- The EU general consumer protection rules and sector-specific (telecoms, digital services) rules.
- How the EU has tackled the problem of consumers being geo-blocked when they try to buy goods, services and content online from another EU country.
- Practical examples on how consumers and different types of operators (e.g. telcos, app stores) are confronted with consumer legislation.

SESSION 3 COMPETITION LAW IN THE DIGITAL AGE

This session will provide an overview of the most recent competition law cases relevant to the digital economy. It will explore ex-post competition law remedies as opposed to ex-ante regulation:

- Big data mergers: are existing competition rules fit for the digital economy?
- Recent cases affecting online platforms (e.g. Google, Booking.com).
- How competition law tackles geo-blocking.

SESSION 4 REGULATING ONLINE PLATFORMS AND OTTS

There has been a long debate in the EU on how online platforms (e.g. social networks, marketplaces, OTT communication apps) should be regulated. This session will cover policy measures at EU and national level to tackle the main issues raised by online platforms, namely:

- Fair B2B and B2C business practices.
- Fight against illegal and harmful content.
- Fair remuneration of holders of intellectual property rights for the use of their works.
- Level playing field with traditional services (e.g. OTT communication apps vs. traditional telecoms services).

DAY 2

SESSION 5 PRIVACY

The EU General Data Protection Regulation (GDPR), which will replace the current general data protection rules, will enter into application in May 2018. This session will look at:

- Most recent developments regarding the implementation of the GDPR.
- The state of play of the ongoing review of the EU e-Privacy framework, which contains specific data protection rules for the electronic communications sector (including OTTs), and will complement the GDPR.

SESSION 6 DATA FLOWS

This session will explore the main rules ensuring the free movement of both personal and non-personal data within the EU and outside the EU:

- Instruments to transfer personal data from the EU to third countries.
- The new framework for transfers of personal data from the EU to the US: The EU-US Privacy Shield.
- EU measures to tackle data localisation restrictions.
- Data ownership, portability, and other issues relevant for the development of the Internet of Things.

SESSION 7 CYBERSECURITY

The EU will update by September 2017 its cybersecurity strategy. EU member states must implement by May 2018 the new directive on security of network and information systems (NIS Directive). This session will cover:

- The EU rules on security of data and networks and on breach reporting.
- The state of play in implementing the NIS Directive.
- International cooperation on cybersecurity and cybercrime.
- The debate on end-to-end encryption and access by law enforcement authorities.

The venue

The training course will be held in Brussels, Belgium, usually in a 4-star hotel near the EU district and/or the city centre. Delegates at the training benefit from special accommodation prices at the course venue when booking in advance. A hotel booking form will be sent to you together with the confirmation of your registration at the training course.

For more information

On the programme, contact **Javier Huerta Bravo**

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On administrative questions, contact **Sarah Vergote**

Tel + 32 (0)2 738 72 03

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How to register?

Please register by filling in the respective registration form on our website:

www.cullen-international.com

Fees

Fee (VAT excluded*) per delegate

Early bird fee (up until 2 months before the training date)	€ 1,350
Standard fee	€ 1,500

10% discount for multiple registrations from the same organisation

The fees include the documentation materials, the refreshments, lunches on the two days and dinner on the evening of the first day. They do not include accommodation.

* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer, by credit card or by cheque. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

TRAININGS AND CONFERENCES GENERAL TERMS AND CONDITIONS

A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices.

The delegate shall provide, while registering to attend an event, all requested information necessary for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International. The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.

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