



Introduction to

AIJA

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**The European Digital Single Market
Breaking Down Digital Barriers, Click by Click
Dublin, 30 March-1 April 2017**



Data processing and security

Dublin, 31 March 2017

Moderator: Jevan Neilan, Ireland

Speakers: Anne Salzer, France
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Topics

- Social media
- Internet of Things ('IoT')
- Data transfer within an international group
- Sale of digital goods





Social media

- Impact of the GDPR
- Compliance challenges
- Use of collected data for advertisement purposes
- Impact for the consumer
- Data portability





IoT

- Analysis of the IoT regulatory landscape
- Position of national data protection authorities
- Impact of the GDPR
- Issues of interoperability and “hyper” connectivity
- Quality of consent
- Privacy by design; importance of PIAs





Data transfer within an international group

- Current and future law at EU level
- Challenges in managing data transfers at group/global level
- Use of collected data for advertisement purposes
- Whistle blowing policy





Sale of digital goods

- Current obligations around sale of digital goods
- Changes and challenges under the GDPR
- Intermediary liability
- Liability of auction sites
- Liability of software producers
 - Privacy by design and GDPR
 - Past experiences: apps for smartphones
 - Expectations from software developers/producers





Thank you !

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