

**RSA** Conference 2018

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#RSAC

SESSION ID: SEM-M01

# WELCOME TO THE GDPR ESSENTIALS SEMINAR

## Ilias Chantzos

Senior Director EMEA and APJ, Global CIP  
and Privacy Advisor Government Affairs  
Symantec  
@ichantzos

## Laura Koetzle

Vice President, Group Director  
Forrester  
@lkoetzle



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**“GDPR (Don’t say we already do what GDPR requires)...**

**...Requires consent — done a little bit, now doing more in Europe and around the world.”**

# Goals For Today



- Whatever your current level of knowledge
- You'll walk out of this room with more:
  - Practical understanding
  - Ideas to consider
  - Tools to use
  - and Connections to help you
- ...than before to take advantage of the GDPR opportunity.

# How Today Works



- The sessions for today's seminar are progressive; each builds on the one before
- Session start and end times are **not** synchronized across seminars; check the schedule carefully

# GDPR Essentials Seminar Agenda: Morning



- GDPR: The Road Ahead: Juhan Lepassaar, 08.40-09.10
- Get Up To Speed On The GDPR, Fast: Rashmi Knowles, 09.10-09.55
- Break, 09.55-10.15
- Panel: Will the GDPR and related rules prove a competitive differentiator for Europe?: Laura Koetzle, Prof. Dr. Udo Helmbrecht, and Prof. Jane K. Winn, 10.15-11.05
- Deep Dive On Customer Profiling Under GDPR: What's Allowed, What's Forbidden, and What's Unclear, Samuel Grogan, 11.05-11.50
- Lunch, 11.50-13.20