

| E-PRIVACY SEMINAR – PERSONAL INVITATION |

Strategic, operational and legal implications of e-Privacy for Europe's commercial broadcasting sector



CHANGE OF TIME: 12 MARCH 2018, 11.00-13.00

NH EU Berlaymont Hotel (Boulevard Charlemagne 11-19)

On 10 January 2017, the Commission proposed a Regulation on Privacy and Electronic Communications which if adopted will replace the current e-Privacy Directive. Together with GDPR will establish a new privacy legal framework for electronic communications. Functionalities and purpose of cookies, distinction between a 1st and a 3rd party cookie, overall implications for advertisers and users...and more. This reception will bring together experts from leading commercial broadcasters, national experts and EU policy-makers.

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- **Operations and sales** – Virginie Dremeaux, Digital Marketing Director, CANAL+ Régie
 - **Legal – practical issues for broadcasters** – Dr. Stefan Hanloser, Vice President Data Protection Law, ProSiebensat1
 - **e-Privacy/GDPR interplay** – Yann Padova, partner lawyer, Baker McKenzie's
 - **Panel and Q&A with audience**
 - **Networking with tapas**

Please kindly confirm attendance by writing to ml@acte.be

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