

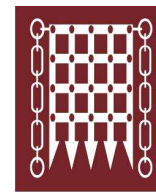
Westminster eForum Keynote Seminar:

Big data and data analytics: commercial opportunities, privacy and effectiveness

Timing: Morning, Thursday, 28th January 2016

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD

Draft agenda subject to change



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8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chair's opening remarks**
Lord Inglewood

Case studies: commercial and technological opportunities

What sectors and applications are reaping the greatest benefits from big data, and how will the big data wave roll out and change over time? What should be the priorities for policymakers, regulators and industry in meeting key challenges for growth of the use of big data in the UK and the development of a support sector - including cost, securing accurate data sets and skills development? In terms of the application and effectiveness of analytics technologies for businesses, academics and government what can be done to address challenges slowing wider adoption, to foster technical improvements and, where applicable, to develop robust revenue strategies? What is the likely long term impact of big data technology on government services, particularly in terms of service development, efficiencies, and resource sharing? What potential benefits does big data pose for improving other developing technologies, such as biometrics and wearables, and what could be the benefits for those? What role should policymakers play in the development of big data technologies, in terms of funding, regulatory oversight and pathfinder adoption within Government departments?

9.05 - 9.15 **Enabling intelligent systems: innovation, investment and trust**
Dr Matt Stroud, Head of Personal Data & Trust, Digital Catapult

9.15 - 9.25 **Analysing patient data and furthering research**
Dr Shahid Hanif, Head of Health Data & Outcomes, Association of the British Pharmaceutical Industry (ABPI)

9.25 - 9.35 **Market Research: improving accuracy, scale and data collection**
Senior representative, polling

9.35 - 9.45 **Music streaming: recording content distribution, royalties and audience targeting**
Antony Bebawi, EVP Digital & Society Relations, Sony/ATV Music Publishing

9.45 - 9.55 **Developing big data across sectors: innovation, security and privacy**
Alison Williams, Director for Data Privacy and Media, dunnhumby

9.55 - 10.30 Questions and comments from the floor

10.30 - 10.35 **Chair's closing remarks**
Lord Inglewood

10.35 - 11.05 Coffee

11.05 - 11.10 **Chair's opening remarks**
Rt Hon the Lord Whitty, Chairman, House of Lords EU Internal Market Sub-Committee

11.10 - 12.10 **Big data and privacy: ownership, anonymisation and consumer benefits**
As the amount of data used by analytics technologies continues to increase what regulatory provisions or industry guidelines are needed to underpin best practice in the use, storage and management of data? How well are businesses balancing the opportunities afforded by big data with concerns about privacy and intrusion, for example in the marketing and wearables spaces where data ownership can be contentious? As development of these technologies continue apace, how might forthcoming legislation be future-proofed for future innovations; and what would be the practicalities of having a series of guiding principles for data regulation rather than specific regulation? Do current anonymisation policies, go far enough to protect citizen's personal details when being added to enormous national data sets?

Cynthia O'Donoghue, Partner, Reed Smith

Sue Daley, Head of Programme, Big Data, Cloud and Mobile, techUK

Professor Mark Birkin, Director of Leeds Institute for Data Analytics (LIDA) and the Consumer Data Research Centre (CDRC), University of Leeds

Senior representative, security

Questions and comments from the floor

12.10 - 12.25 **Encouraging adoption and innovation throughout the EU**
What effect is the Big Data Value Public-Private Partnership likely to have on the development of big data throughout Europe, and what will this mean for UK organisations in particular?
Stuart Campbell, Secretary-General, Big Data Value Association and Chief Executive Officer, Information Catalyst

12.25 - 12.55 **Policy priorities in the UK: protection, privacy and ownership**
What are the priorities for evolving the legislative framework for Data Protection in the EU to allay fears around privacy and data ownership, and how are these likely to impact on Big Data applications and projects?
Steve Wood, Head of Policy Delivery, Information Commissioner's Office
Questions and comments from the floor with **Stuart Campbell**, Secretary-General, Big Data Value Association and Chief Executive Officer, Information Catalyst

12.55 - 13.00 **Chair's and Westminster eForum closing remarks**
Rt Hon the Lord Whitty, Chairman, House of Lords EU Internal Market Sub-Committee
Daniel Patefield, Forum Lead, Westminster eForum