

PERSONAL INVITATION TO 6TH SUMMIT

Information Rights Management (IRM) and Digital Rights Management (DRM) & new European Privacy Act: Identifying Implementation Options

March 8, 2016



PERSONAL INVITATION

you are kindly invited to the Swiss CISO Summit No. 6 – a series of moderated roundtable discussions for sharing information security practices and strategies among senior professionals.

Due there being only a limited number of places, please confirm your attendance as soon as possible.

A handwritten signature in blue ink, reading "B. Hämmerli".

Prof. Dr. Bernhard M. Hämmerli

Information Rights Management (IRM) and Digital Rights Management (DRM) & new European Privacy Act: Identifying Implementation Options March 8, 2016

TIME: 12:00h

PLACE: EMA House, Nordstrasse 1, 8006 Zürich, (few minutes walk only from Zurich HB, parking available)

KEYNOTES:

David Rosenthal, Homburger AG: **Privacy 2.0: What to expect from the new data protection laws in Europe?**
Marek Pietrzyk, UBS AG: **Integration of Information Digital Rights Management (DRM) in IT Infrastructure and Business Processes: challenges and experience sharing**

FOCUS ON STRATEGIC DISCUSSIONS:

- **Privacy and security policy adaption for privacy 2.0 (new privacy acts)**
- **Next generation Information Rights Management: evaluation, implementation and deployment**

Key benefits are:

- Experience industry best practices in the Swiss market
- Actively participate in moderated high level peer exchange
- Understand drivers for security, gain competence and experience in discussing strategic issues
- Design, develop and manage effective information security strategies for your own organization
- Receive an exclusive consolidated end of summit report detailing all the major themes discussed for re-use in your organization

Information Rights Management (IRM) and Digital Rights Management (DRM) & new European Privacy Act: Identifying Implementation Options

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KEYNOTE I

Privacy 2.0: What to expect from the new data protection laws in Europe? 20 years after their creation, the data protection laws in Europe are being revised completely. This is true also for Switzerland. While in some areas life will become easier, in particular for multinationals, overall, the costs of data protection compliance will increase. In addition, fines will increase in case of non-compliance. This presentation will provide an update on what is going on, an overview of key changes in law to expect in the upcoming years, and the resulting challenges companies will have to deal with, with a particular focus on Switzerland.



David Rosenthal, counsel at Homburger AG, is one of the opinion leaders in the area of data protection in Switzerland. He has authored a commentary on the Swiss Data Protection Act. He also regularly advises companies on data protection compliance issues and disputes as well as the Swiss government, e.g. in connection with its projects to revise Swiss law. He co-heads the IT law practice at Homburger, one of the largest Zurich business law firms, acts as the secretary of the Swiss Association of Corporate Data Protection (VUD) and the Swiss Association of E-Discovery and Investigations (SeDIV) and he lectures at ETHZ and at the University of Basel. Before getting in to the legal profession, he worked as a journalist and software developer.

KEYNOTE II

Integration of Digital Rights Management (DRM) in IT Infrastructure and Business Processes: challenges and experience sharing. The initial step in DRM is policy development in order to protect bank's sensitive customer data from unauthorized internal access and uncompliant disclosure, as well as to fulfil bank's regulatory obligations, protect its reputation and avoid financial fines. Evaluation of efficient data protection solutions is the base for a successful implementation. Application of leading edge technology for mastering both, usability and overall complexity was of paramount importance when implementing and deploying DRM. A review of the impact on daily business processes and end-user experience of the data protection solution is assessing DRM's business performance. Recommendations in form of a six-step program for establishing a balanced ecosystem for managing sensitive data conclude the presentation.



Marek Pietrzyk, director and program manager of the UBS client data confidentiality programme DRM is responsible for cost effective implementation of the bank's sophisticated cyber defence requirements on client data protection. In various positions such as business analyst, strategy consultant, IT architect and project manager, he gained more than twenty years of experience as information security practitioner in the financial industry. He is an author of several publications on software architecture and requirements management and is distinguished speaker at major information security, identity management and e-crime conferences with focus on data protection.

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ROUND TABLE SESSION I

Privacy and security policy adaption for privacy 2.0

Progress and revision of data protection law in the European Union but also in Switzerland will force enterprises to react. What changes? Where will compliance become easier, and which areas will be particularly demanding when adapting to the new law? Which measures will help companies to protect against fines? How will company policies have to be changed in terms of privacy and security?

Exchange between the groups: From each group the major findings will be presented to the audience, such that each participant gets the whole emphasis of the break out discussion.

ROUND TABLE SESSION II

Next generation Information Rights Management: evaluation, implementation and deployment

Security and privacy policies result in next generation security and privacy requirements. What are the cornerstone requirements in this process?

Cost saving implementation builds often a compromise between coverage, usability, user's acceptance and complexity: What are technical choices and options? How can we create thoughtful user buy-in? What are the challenges for end-user and business processes performance?

Introduction to **7th Swiss CISO Summit on**
Integration of partner and clients into corporate security architecture:
The real way to improve the overall security

With keynote from Alain Beuchat, Global Information Security Officer GISO, UBS AG

Safe-the.date: **May 31, 2016, 12-19h** for joining Swiss CISO Summit in Swissotel, Zürich Oerlikon

PARTICIPATION

Join Swiss CISO Summit

Participation is by invitation only. We accept proposals for new participants. The number of participants is limited to max. 40 per summit because the effectiveness of trust circles and sharing are limited with larger groups.

Single summit CHF 450.– per participant

Three summits CHF 1'000.– per participant (25% discount for booking three consecutive summits)

Cancellation Policy

Cancellations of registration are free of charge but no later than seven days before the summit. Cancellations received beyond this point will incur 100% of the admission fee. In any case, however, a delegate may be sent at no additional cost.

More information is found at www.ciso-summit.ch

Content responsibility for the summits lies with Prof. Dr. Bernhard M. Hämmerli

REGISTRATION

Register by just replying the invitation e-mail with all your details – or by filling out this interactive PDF-form

Three consecutive Summits for CHF 1000.– (3 events, summit 6, 7 & 8, this is equal to one year)

6th Swiss CISO Summit, March 8, 2016 for CHF 450.– (single event)

Name	Surname
Organization	
Street / No.	ZIP / City
Phone	E-Mail

A large blue swoosh graphic that curves around the text.

Join this peer-to-peer summit for
sharing strategies to mitigate latest
information security threats.

FACT SHEET I

What is the Swiss CISO Summit?

The Swiss CISO Summit facilitates the exchange of current security challenges and opportunities between security executives, managers, and thought leaders in Switzerland. Each summit addresses a current hot topic. The strategic dialog and the subsequent discussions are inspired by a keynote speech from well-recognized national and international speakers. The moderated and guided discussions in groups of 8-10 members share views, experiences and strategies. An excerpt of discussion will be written down in the result paper for the participants.

Participation is by invitation only.

How do we maintain confidentiality?

The Swiss CISO Summit is provided as a "closed door" event. This exclusive **CISO Executive Membership** program is created for information security and risk executives giving an environment for achieving new ways of thinking and ensuring success in protecting their organizations.

The summits are held strictly under «**The Chatham House Rules**».


Why to join the Swiss CISO Summit?

The Swiss CISO Summit has a unique concept of creating trusted circles amongst executives, managers and thought leaders. Meeting peers in an advanced business location, having time to network amongst each other and touch current issues are unique opportunities for sharing experiences, and for receiving advice far beyond the discussion at the table. The summits are held strictly under «The Chatham House Rules» which is a ruleset to treat the shared information with full discretion.


- Extensive networking opportunities with peers and experts on an on-going basis
- Meet with other leading executives to share successes, failures, obstacles and challenges
- Learn about the current strategies on managing security threats today and to prepare for the future
- Make new connections and equip yourself with insider information on recent projects and achievements

What makes the difference?

The Swiss CISO Summit has many and diverse benefits for the invited experts. The participants are the focal point of the summit and the meeting is not intended for providers to present solutions or products. Sales is strictly prohibited to the good of open and free CISO information exchange.



**Walk away with the knowledge
and insights to make informed decisions
on today's CISO challenges!**



FACT SHEET II

The history behind the Swiss CISO Summit

The Swiss CISO Summit has been run successfully since 2001 under the name «Risk and Security Exchange» and from 2004-2009 where it was known as «Swiss Security Exchange». Then came the financial turmoil and the summit came to a halt. From 2009 onwards, the same successful format has been adopted in Norway where it ran under the name Sikkerhetstoppmøte. All this experience gained by Prof. Dr. Hämmerli is put into today's Swiss CISO Summit.

Who prepares and facilitates?




An organizing committee under the lead of **Prof. Dr. Bernhard M. Hämmerli** is responsible for the invitation, preparation and guidance of the discussions. He is an international well recognized expert with 25 years of information security experience in governments, industry and academia. He is also leading the topic related ICT security platform of the Swiss academy of engineering sciences SATW. Prof. Dr. Hämmerli is a founding member of the Information Security Society Switzerland and he built up first information security master in Lucerne in 1996 respectively 1999. 2009 ongoing, he is also teaching at Norwegian University of Science and Technology (NTNU), Norway in the technology and management track of the information security master program.


Agenda (generalized)

- 12.00 Start with small lunch
- 13.15 Welcome & introduction
- 13.30 Keynotes from experts or members
- 14.20 Roundtable session I
- 15.20 Exchange between the groups and wrap up of the event
- 15.40 Break
- 16.00 Roundtable session II
- 16.50 Exchange between the groups and wrap up of the event
- 17.10 Summary note
- 17.30 – Cocktail and Aperitif

The meeting is held three times per year.



Active participation guaranteed!
Dedicated networking – enjoy with
like-minded senior peers



SWISS CISO SUMMIT SPONSORS

PLATINUM SPONSOR

Consulting **DETECON**

Detecon Consulting is one of the world's leading management consulting companies for integrated management and technology consultancy. Detecon (Schweiz) AG is located in Zurich and bundles Financial Management as well as ICT Management competences among its roughly 150 employees. The main focus lies on the requirements of CFOs and CIOs in nearly all industry sectors.

Globally, more than 6000 projects have been implemented successfully. The international spirit and the openness are reflected not only in the number and origin of our clients from over 160 countries but also in our employees that are recruited from 30 different nations.

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Microsoft

Over the last three decades, Microsoft has consistently transformed the way that people live, work, play and connect through great technology. We are inspired every day by the genuine belief that we can change the world for the better. We are driving advances in cloud computing, developing new ways for people to interact with technology at home, at work and on the move, while ensuring these interactions are secure and the users' privacy is protected. Microsoft is a reliable partner helping to protect valuable information in an era of constant targeted attacks and determined adversaries. In the year of 2002 Microsoft has launched its Trustworthy Computing initiative and has since developed various solutions designed to reduce the burden on information technology officers and enable them to concentrate on their core business. These solutions increase the resilience of customers' IT systems on the basis of the priorities of today's CIOs and CISOs, and contain an assessment of common risks.

GOLD SPONSOR



Kudelski Security, a division of the Kudelski Group, is an innovative independent Swiss provider of tailored cyber security solutions and services to enterprises, financial institutions, government administrations, defense and the media industry.

Our team of cyber security professionals boasts extensive expertise in the delivery of end-to-end digital security solutions built upon real-life experiences in advanced threat detection, security assessments, asset and reputation protection, as well as piracy risk mitigation. Kudelski Security's global reach and multi-disciplinary incident response is reinforced by strategic international partnerships.