

MASTERING EUROPEAN REGULATION OF THE DIGITAL ECONOMY

A two-day training course



CULLEN

INTERNATIONAL

Regulation made simple

Organised by Cullen International

MASTERING EUROPEAN REGULATION OF THE DIGITAL ECONOMY

Cullen International's masterclass on EU digital economy regulation explains the key elements of the rapidly changing EU regulatory framework affecting the internet, with a special focus on over-the-top (OTT) services and cloud services.

New EU rules have been adopted (or are close to being adopted) on:

- Data protection
- Cyber security
- Open internet (net neutrality)
- Electronic payments

A reform of the EU copyright rules, including the rules on liability of online intermediaries, is also about to be launched.

Furthermore, the European Commission has opened:

- its first ever competition inquiry into e-commerce sector
- a separate investigation specifically into the role of online platforms.

The Commission has also re-launched its cloud computing strategy, with an emphasis on free flow of data and removing data location restrictions inside the EU.

The training will provide attendees with a clear overview of:

- the European Commission's Digital Single Market (DSM) strategy and follow-up actions
- the regulatory concepts, mechanisms, and challenges relevant to the digital economy
- the e-commerce sector in Europe, the protection of consumers when purchasing digital goods and services, including payment methods and related regulatory issues
- the privacy regulatory framework affecting both electronic communications service providers and other types of providers, with a special emphasis on the changes that will be introduced at the EU level with the adoption of the new General Data Protection Regulation
- recent EU relating to cyber security, data retention, surveillance and encryption
- the roles and liability of intermediaries (ISPs, search engines, social media) when fighting illegal and harmful content, with a special focus on the piracy debate
- the role of competition law (vs. ex-ante regulation) in tackling the conduct of internet companies, including on geo-blocking and discriminatory selling practices

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Who should attend and why?

This class will be of particular interest to:

- seasoned regulatory experts who have become specialised in a specific regulatory area but who wish to refresh their understanding of the broader range of regulatory issues;
- individuals who have recently moved into a regulatory position and wish to acquire a rapid grasp of the key debates at the EU level; or
- those wanting to reflect on regulatory trends in the industry.

This seminar is not designed for experts who already have a broad range of regulatory experience.

The training organiser

Cullen International tracks, reports on and benchmarks regulation and competition law in four sectors – telecommunications, media, digital economy and postal - covering developments across Europe, Latin America, the Middle East and North Africa.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.



COURSE TIMINGS

Starting at 9:00 am on the first day,
and ending at 4:30 pm on the second day.

>>> For future course dates, please visit our website: www.cullen-international.com

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PRESENTERS

LEAD TRAINER

Michèle Ledger, Principal Analyst, leads Cullen International's Digital Economy and Media regulatory monitoring services.

She has extensive knowledge of EU regulation affecting both sectors and the implementation at national level across Europe.

She joined Cullen International in 1998, previously working as a researcher at the Research Centre for Information, Law and Society (CRIDS) at the University of Namur, Belgium; and as a lawyer.

GUEST SPEAKER

Alexandre de Streel (University of Namur) is a Professor of EU Regulation and Competition Law and Director of the Research Centre for Information, Law and Society (CRIDS). Alexandre is also a part-time member of the Belgian Competition Authority and a regular trainer for executive courses on EU regulation and policies. Previously, he worked in the cabinet of the Belgian Deputy Prime Minister, at the Permanent Representation of Belgium to the EU and at the European Commission (DG Connect).

TEAM OF TRAINERS

All Cullen International trainers are seasoned regulatory affairs professionals specialised either in e-commerce, privacy or telecommunications.

Virginie Alloo, Senior Analyst, follows EU regulation shaping the digital economy, specialising in e-commerce and payments. She also follows national developments in France. Before joining Cullen International in 2008, Virginie worked as a regulatory advisor at Belgacom.

Michal Hrbaty, Analyst, follows EU regulation shaping the digital economy, specialising in copyright, piracy and the liability of third party intermediaries such as ISPs.

He also follows national developments in Germany and the UK. Before joining Cullen International in 2012, Michal worked at the European Commission (DG Information Society) on its Digital Agenda strategy.

Javier Huerta Bravo, Senior Analyst, follows EU regulation shaping the digital economy, specialising in data protection and privacy. He also follows national developments in Italy and Spain. Before joining Cullen International in 2014, Javier worked at the European Commission (DG Internal Market) on various topics related to online services and the digital economy. He is a qualified lawyer.

James Thomson, Principal Analyst, follows EU regulation shaping the digital economy, covering e-commerce, payments, privacy, cyber security, cloud, copyright and the liability of intermediaries. James joined Cullen International in 1999; previously he was a researcher at the European University Institute, Florence, Italy.

DAY 1

Introduction to the training course
Delegate introductions and objectives

SESSION 1 SETTING THE SCENE ABOUT DIGITAL ECONOMY REGULATION

For more than 15 years the EU has developed policy initiatives to shape the e-commerce sector and has sought to apply some core principles to the provision of online services. This session will provide an insight into these underlying concepts and will seek to put the European Commission's recent Digital Single Market Strategy into this historical perspective.

- The EU regulatory frameworks, definitions, and underlying objectives.
- The country of origin and freedom to provide services principles, limitations and exceptions.
- The roles of legislation, self-regulation, regulatory authorities and competition law.

SESSION 2 COMPETITION LAW

This session will explain some of the most interesting competition law investigations and cases that target large internet companies and OTTs in particular. It will explore the pros and cons of applying ex-post competition remedies instead of (or as a complement) to ex-ante regulation.

- Limiting internet sales by distributors, e-book pricing cases.
- Commission action against cross-border trade barriers (geo-blocking, territorial exclusivities, e-commerce sector enquiry).
- Google and online booking cases explained.

SESSION 3 ELECTRONIC COMMERCE, PAYMENTS AND CONSUMER PROTECTION

This session will focus on e-commerce transactions and, in particular, on the EU rules on selling digital goods and services and protecting consumers. It will address the European Commission's Digital Single Market strategy, the new directive on payment services (PSD2) and will provide information on the interaction between national and EU rules.

- The EU e-commerce market in numbers.
- The main regulatory principles and barriers affecting the development of EU cross-border e-commerce.
- The extension of the new directive on payments (PSD2) to cover new online payment service providers.
- The Commission's attempt to create a "common European sales law" and plans for the future.

SESSION 4 PRIVACY

The EU is close to adopting the General Data Protection Regulation, which will replace the current Data Protection Directive. This session will look at:

- The new EU data protection rules, including the main principles, individuals' rights, operators' obligations, international transfers of personal data, one-stop-shop mechanism to handle cross-border cases.
- The forthcoming review of the e-Privacy Directive, which might extend its scope of application to cover OTTs.
- The relationship between EU law and national data retention laws following the annulment of the Data Retention Directive.

DAY 2

SESSION 5 SECURITY

Cyber security has become a high political issue both at EU and national levels. However, the discussion often mixes different topics. This session will look at:

- Security of personal data.
- Security of critical national infrastructure.
- Fighting criminals and terrorists on the internet, including the related issue of encryption.
- Continued fallout from the Snowden revelations.

The session will cover the EU's Cyber Security Strategy including the proposal for a Network and Information Security ("NIS") Directive.

SESSION 6 LIABILITY AND ROLES OF INTERMEDIARIES

The rules on the liability of online intermediaries are contained in the e-Commerce Directive and are complemented by the EU copyright framework, and by significant case law of the Court of Justice of the EU. The European Commission has recently announced its intention to modernise the enforcement of intellectual property rights. This session will look at:

- The special liability regimes applicable to intermediaries (ISPs, search engines, social media) and their roles in fighting illegal and harmful content.
- Monitoring and filtering content.
- Transparency of intermediaries' practices when taking down content, examples of legal fragmentation and conflicting national case law in relation to illegal and harmful content.

SESSION 7 CASE STUDY ON CLOUD

The case study will apply the regulatory principles learned in the six previous sessions (e.g. consumer protection rules, platform liability, privacy, security, etc.) to a practical exercise related to a cloud computing service.

The venue

The training course will be held in Brussels, Belgium, usually in a 4-star hotel near the EU district and/or the city centre. Delegates at the training benefit from special accommodation prices at the course venue when booking in advance.

A hotel booking form will be sent to you together with the confirmation of your registration at the training course.

For more information

On the programme, contact Michèle Ledger

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michele.ledger@cullen-international.com

On administrative questions, contact Sarah Vergote

Tel + 32 (0)2 738 72 03

events@cullen-international.com

How to register?

Please register by filling in the respective registration form on our website:

www.cullen-international.com

Fees

Fee (VAT excluded*) per delegate

Early bird fee (up until 2 months before the training date)	€ 1,350
Standard fee	€ 1,500

10% discount for multiple registrations from the same organisation

The fees include the documentation materials, the refreshments, lunches on the two days and dinner on the evening of the first day. They do not include accommodation.

* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer, by credit card or by cheque. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

TRAININGS AND CONFERENCES GENERAL TERMS AND CONDITIONS

A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices.

The delegate shall provide, while registering to attend an event, all requested information necessary for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International. The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.

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