

Master Class Privacy & Innovation

online

Join our next Master Class - 20th of October 2021 - 17:00 - 18:00

The commercial and strategic value of data is growing rapidly, in part driven by more powerful and easier-to-use AI. Insight-driven business models and value chains require companies to tap into customer data and extract insights and share these insights within the ecosystems, while at the same time preserving and protecting data privacy. Privacy protection has moved into the competitive space and became a success factor of data-driven innovation. In this Masterclass you will learn:

- How privacy is affecting innovation, corporate culture, risk, and the financial bottom-line
- What are the biggest legal, technological and business-related challenges ahead of us
- Which approaches and methods can be used to solve some of the above-mentioned challenges

Agenda

- Introduction
- Out of the trenches: Current data protection challenges
- Having a cake and eating it too: Emerging Privacy Enhancing Practices
- Privacy literacy: Why are privacy skills relevant for your business role in the future
- Examples & Discussion

Speakers

- Martin Hofer, CISO PostFinance
- David Vasella, Partner, Head Tech & IP, Walder Wyss
- Amir Tabakovic, an independent Privacy Enhancing Technology advisor and lecturer

Our three speakers are seasoned professionals in the fields of data security, privacy regulation and privacy technologies. They have combined their knowledge and experience to create a unique interdisciplinary Executive CAS Privacy & Innovation that is starting in January 2022 at the iimt of the University of Fribourg.

Information & Registration

Where & When: Online, 20th of October 2021

Course fee: The Master Class is free of charge, registration mandatory

Registration & Info: via iimt@unifr.ch - www.iimt.ch