

# Open Course | In-depth Explanation of the European Union's General Data Protection Regulation & the First "Data Protection Officer" Course



## Background:

ZTE has been subjected to a huge fine for violations of the United States' import and export regulations, which has provided a profound lesson in compliance to China's enterprises who are doing businesses overseas. Recently, the government department issued the guidance document titled "Guidelines for the Administration of Corporates' Overseas Operations Compliance (Draft for Comment)", which aims to provide instructions for the development of compliance management for various enterprises engaged in overseas trade, investment, operation and engineering contracting. In May 2018, the most stringent data protection regulations in history --- EU General Data Protection Regulations ("GDPR") has come into force. Enterprises who violate this regulation may be fined 20 million euros or 4% of its global income the highest. GDPR's influence has already pervaded throughout the

European Union. Many countries outside the EU have already given it full recognition, and it has developed into a dominant international standard for the protection of personal information to which Chinese enterprises going global must pay great attention.

**Summary:**

The first "Data Protection Officer"(DPO) Go Global Open Course will be hosted on July 26-27, 2018 by the China Enterprise Going Global Alliance (CEGG) jointly with the Research Center for Financial Technology and Internet Security of Renmin University of China, Eu GDPR Institute and Shanghai Hansheng Law Firm, and organized by Going Global International Business Service Co., Ltd. as well as Longtu New Century Enterprise Management Co., Ltd. Professor Kersi Porbunderwalla, president of the EU GDPR Institute, is invited to China to give a two-day course to those "Going Global" Chinese enterprises who engages in the industries of financial, Internet, IT, e-commerce, artificial intelligence, etc., explaining GDPR via in-depth interpretation and case analysis, and instructing such enterprises to establish data protection compliance systems. This is a compliance "Banquet" given by Professor Kersi to Chinese enterprises after his wonderful speech made in the World E-Commerce Conference on April 12<sup>th</sup>.



**Picture 1: Prof. Kersi delivers a GDPR speech at the World E-Commerce Conference on April 12, 2018**

**Guide:**

Facebook leaks, ZTE's regulation violations, and other significant events happening internationally have forced companies to focus on data security and regulations compliance.



## Picture 2: Facebook CEO Zuckerberg in Congressional Hearing

On May 25<sup>th</sup>, 2018, the most stringent data protection regulations in history --- GDPR came into effect, making it necessary for global companies to re-examine their own data policies and behaviors to avoid billions of fines. International giants such as Google and Facebook have spent huge sums of money to set up special working groups to focus on their response to GDPR compliance. China's high-tech multinational enterprises will also be involved in this global trend.



Chinese enterprises should be familiar with GDPR and perform management functions to better integrate into this EU and global development. As China's first GDPR compliance management and certification project, this course is committed to help Chinese enterprises to avoid the loss of income and reputation due to violations at the technical and regulatory levels. It is of great importance to promote the development of Chinese "Going Global" enterprises' compliance.



**Lecturer:**



Professor Kersi Porbunderwalla      President of EU GDPR Institute

He has long served as a consultant for multinational companies, providing professional consulting services in data protection and data privacy, risk management, compliance and information security, and possesses particularly extensive experience in data protection and information security.

Globally renowned companies to which he has provided service include: Volvo, IBM, Shell, ExxonMobil, BP, and Tata Group. He has held hundreds of seminars on data privacy, compliance, information security and IT security on four different continents.

**Invited Guests:**



Professor Wang Zhile (王志乐)

Director of the Beijing New Century Multinational Corporation Research Institute, Vice Chairman of the National Business Compliance Committee of China Council for the Promotion of International Trade, member of the Tenth Principles Expert Group of the United Nations Global Compact, and Chief Compliance Specialist of Longtu New Century Enterprise Management Co., Ltd. He is also the Vice President of the Foreign Invest Committee of the China Investment Association and a special researcher of the China Economic System Reform Research Association. He received the State Council's specialist certificate of outstanding contributions and enjoys special government allowances.



Professor Yang Dong (杨东)

Doctoral supervisor and deputy principal of the School of Law of Renmin University of China, and Doctor of Law of the Hitotsubashi University in Japan. Director of the Research Center for Financial Technology and Internet Security of Renmin University of China as well as the director of Big Data Blockchain and Regulatory Technology Laboratory. He is also a member of the China & Europe Digital Economics Specialist Working Group of Office of the Central Cyberspace Affairs Commission and one of the first batch of young nominees to become the Yangtze River Scholars approved by the Ministry of Education, and has been granted an nominee award of the Nation's Top Ten Outstanding Young Jurists. Additionally, Professor Yang Dong is the Deputy Director of the China Electronics Society Blockchain Committee and a standing Member of the China Computer Society Blockchain Committee.

**For the Audience:**

- Enterprises in the industries of internet technology, mobile smart devices, the social networking, etc.;
- Enterprises who are doing business with EU or EU enterprises, or those who are preparing to do business in EU;
- Enterprises who provide products or services to European residents;

- EU enterprises with operations in China;
- Enterprises with subsidiaries or offices in EU or those are preparing to set up subsidiaries and offices in EU;
- Staffs of the Human Resource Department and Legal Affairs Department of Chinese enterprises who control the personnel recruitment in EU branches;
- Enterprises or institutions that provide consulting services to the above-mentioned enterprises;
- Individuals who are engaged in or intend to engage in a Data Protection Officer position;
- Professionals engaged in compliance management in enterprises.

### **Course Highlights:**

- 1、 The first open course given by EU GDPR specialist in China;
- 2、 The first **“Data Protection Officer”(DPO)** compliance professional course;
- 3、 **“Data Protection Officer” (DPO) Certificate**: After an efficient and advanced closed study, a formal examination will be conducted and qualified participants will be awarded a certificate;
- 4、 Focus on Chinese enterprises’ entry into the EU;
- 5、 The China Enterprise Going Global Alliance (CEGG) provides **continuous service** to participants.

### **Hot Topics:**

1. Will data protection concerns become a barrier for Chinese “Going Global” enterprises to enter the EU market? The response and adjustment of Chinese enterprises to the implementation of the new regulations in the actual work process.
2. When GDPR encounters blockchain, will they be compatible? If the regulation of GDPR is based on the data system of internet enterprises’ centralization services, what impact will the implementation of GDPR have on the blockchain industry?
3. AI is an industry that relies heavily on data, and AI practitioners are generally confused in data compliance. How does one correctly understand the legal provisions of GDPR, as well as assess the risks and impacts?
4. Case explanation. Professor Kersi personally served many Top 500 Enterprises in the world, such as IBM and Shell, and has many years of practical experience in working with the GDPR. He will analyze companies from Google and Facebook to even Baidu, and explain how to solve data protection problems specifically for Chinese enterprises.
5. How to cultivate a qualified “Data Protection Officer” that meets the development standards of Chinese enterprises.
6. Compliance Night Talk: restricting the number of participants per group will be limited, small groups will be formed to sort out the needs and difficulties of participating enterprises so as to prescribe the “right medicine,” highlight the enterprises’ problems, as well as communicate and resolve their specific affairs.

**Curriculum Details:**

**【Scale】** Approximately 100 People

**【Language of Instruction】** Chinese and English

**【Cost】** 4980 元 (RMB) Per Person (Lunch and Dinner on the 26<sup>th</sup> as well as Lunch on the 27<sup>th</sup> are provided, accommodation is at one's own expense)

(Note: you may issue a standard formal invoice.)

**【Time】** July 26<sup>th</sup> - July 27<sup>th</sup> for two days

**【Location】** Renmin University of China (Full address will be sent after registration)

**【Contact Information】**

Teacher Wang 13910166775

Teacher Li 18911913389

Teacher Tao 18611084065

Teacher Zhang 18810136406

Consulting for Registration:

Scan code to join the registration consultation group



Time	Schedule	Remarks
July 26th (Thursday)		

Before 8: 00 AM	Breakfast	Breakfast at own expense
8: 00-8: 45 AM	Participants' Registration	Participants' Registration
8: 45-9: 00 AM	Opening Ceremony	<ol style="list-style-type: none"> <li>1. Speech from the host</li> <li>2. Speech from the organizer</li> </ol>
9: 00-12: 00	Formal Lesson	<p><b>Interpretation of the frame work and regulations of GDPR</b></p> <ol style="list-style-type: none"> <li>1. Definition of the institutes;</li> <li>2. Rights of the Data Subject;</li> <li>3. Protection of Special types of personal data;</li> <li>4. Corporate privacy protection management requirements.</li> </ol>
12: 00-14: 00 PM	Lunch	Lunch
14: 00-17: 00 PM	Formal Lesson	<p><b>Application and Implementation of GDPR</b></p> <ol style="list-style-type: none"> <li>1. The scope of GDPR application;</li> <li>2. Data access, licensing, requirements;</li> <li>3. Various Cross-border transmission of personal data and violations ;</li> <li>4. Penalties for violations;</li> <li>5. How can GDPR regulations be integrated with Chinese information security regulations?</li> <li>6. Case study combining the true state of affairs for Chinese domestic enterprises with actual cases</li> </ol>
17: 00-19: 00 PM	Dinner	Dinner
19: 00-21: 00 PM	Compliance Night Talk	<p><b>In-depth discussion with the Professor</b></p> <ol style="list-style-type: none"> <li>1. The future development and direction of GDPR;</li> <li>2. Data compliance risk identification methods for different companies and the development of targeted data compliance protection plans and strategies</li> <li>3. Case Sharing; how to guide Chinese enterprises to comply with legal operations within the EU;</li> <li>4. Exchange of experience.</li> </ol>

July 27 <sup>th</sup> (Friday)		
8: 00 AM	Breakfast	Breakfast at own expense
9: 00-12: 00 AM	Formal Lesson	<p><b>In the GDPR era, how should Chinese enterprises conduct data compliance?</b></p> <p>1. the preparations and responses for Chinese enterprises to face the regulation;</p> <p>2. How to improve internal data management and improve information security management capabilities;</p> <p>3. Establishing a personal data protection compliance management system and continuing to improve it.</p>
12: 00-14: 00 PM	Lunch	Lunch
14: 00-16: 00 PM	Written Exam	Formal Written Exam
16: 00-18: 00 PM	Issuing Certificates	Issuing of Certificates and Group Photo

**Organizer:**

**Chinese Enterprises Go Global Alliance (Referred to as “CEGG” in English)**

In order to comply with the state’s implementation of the “going global” strategy of Chinese enterprises as well as the “One Belt, One Road” initiative, the China International Chamber of Commerce, Chinese Enterprise Confederation, All-China Federation of Industry and Commerce, Chinese Association of Listed Companies as well as other major domestic business associations and well-known enterprises both at home and abroad have all cooperated in a joint effort to set up the “Chinese Enterprises Going Global Alliance (CEGG)” in order to achieve strong alliances, play to their respective advantages, and to provide Chinese enterprises with a full range of services and support for overseas investment, economic and trade activities.

**Establishment:** CEGG was officially announced to be established on the “One Belt and One Road Chinese Enterprises Going Global Soft Power Forum” jointly hosted by the Chinese International Chamber of Commerce and the Chinese Enterprises Going Global Alliance on October 24<sup>th</sup>, 2015 in the Great Hall of the People in Beijing.

**Position:** Chinese enterprise globalization integrated service platform

**Services:** including international public relations, trade and investment, international finance, financial tax law, security, legal business, cultural, educational and other related areas. By Creating a Chinese consortium model, the Alliance has enabled Chinese enterprises to better go out in groups. By helping enterprises to obtain international business, deploying funds at home and abroad, as well as introducing international management experience and advanced business models, it will form a systematic and comprehensive service structure for Chinese enterprises to go global.

**Mission:** Providing assistance to business people and expanding their way into the world

### **Research Center for Financial Technology and Internet Security of Renmin University of China**

Founded in Beijing on September 7<sup>th</sup>, 2016, the center brings together young scholars in finance technology and innovation to create high-level, professional financial technology and innovative think tanks to support industry development as well as financial technology innovation and investment platforms. At present, traditional formal finance enterprises as well as informal finance and internet companies are planning and promoting

the development of “New Finance” under the new situation. This center will extensively connect and participate in various typical new financial development models.

Relying on extensive resources and research strength, the center can compare the advantages and disadvantages of various development models through historical analysis, comparative research, interdisciplinary research, and empirical research in addition to vertically comparing the typical characteristics and risks of various development stages. The center will also provide strategies and think tank support for financial technology and innovation development & security issues.

### **EU GDPR Institute**

The EU GDPR Institute provides global end-to-end training and certification solutions, with a comprehensive & proven methodology that gives priority to transparency, accountability and oversight issues. In addition to face-to-face training, we also provide customised IT and Data Security and Data Privacy eLearning, seminars and workshops that focus on awareness, risk intelligence, internal controls, audit, compliance, policies, IT-GRC and sustainability management issues and solutions. Please visit [www.eugdpr.institute](http://www.eugdpr.institute)

### **Shanghai Hansheng Law Firm**

Headquartered in Shanghai, Hansheng Law Offices (“Hansheng”) is one of the top law firms in China. Starting from Shanghai, we have the ambition to help connect China with the world by adhering to the principle of “Integrate, International, Perfect and Professional”. We live up by focusing on

internationalization and branding. We grow up by providing our clients with efficient, excellent and coordinated services.

In Hansheng, every attorney is required to work effectively with details focused, collaborate actively with personal skills strengthened, follow procedures strictly with creative solutions, and widely market themselves with key practice areas emphasized. Our clients trust Hansheng because of our attorneys' top-tier expertise, skills, experience and exhaustion of efforts. Utilizing wide-range resources and sophisticated management solutions, we can advise comprehensively and effectively our clients on challenges they are facing.

**Organizers:**

**Going Global International Business Service Co., Ltd.**

**Longtu New Century Enterprise Management Co., Ltd.**

**Co-Organizer:**

**Beijing Wanhai Longtu Education Consulting Group Co., Ltd.**