



INTERNATIONAL LEAGUE  
OF COMPETITION LAW

## LIDC WEBINAR SERIES ON DISTRIBUTION

The Ligue Internationale de Droit de la Concurrence (LIDC) will be holding a webinar on **Thursday 29 April 2021 from 2pm to 3.15pm (CET)** on:

### **DATA PROTECTION IN DISTRIBUTION**

Data protection deserves special attention from companies wishing to reach and engage with their end customers. Whether in the case of direct distribution by subsidiaries or distribution by independent distributors and agents, some fundamental data protection issues arise: Who acts as controller and who as a processor? What personal data can be collected, by whom, and on what legal grounds? Which entity owns the data? On what conditions can personal data be transferred among providers and distributors or accessed by them? What are the roles and responsibilities of entities involved in distribution under the GDPR? The collection and processing of data is a necessity in a world where producers need to understand consumer behaviour to be able to adapt their offer, improve their services and, finally, be more competitive. The webinar aims to provide an overview of data protection issues in distribution from the point of view of compliance with the EU General Data Protection Regulation (GDPR).

#### **SPEAKERS**

**Ida Mazzenga** is Senior Legal Counsel at Telia Sverige AB, Sweden's biggest telecom provider, where she focuses on privacy and security issues. Daily questions cover activities in a wide range of areas from eHealth, IoT to marketing technology (martech). Before joining Telia, she has also worked as consultant, assisting companies in various sectors on their journey towards GDPR compliance. She holds a law degree from the University of Stockholm (Sweden) and a LL. M. from College of Europe (Belgium). She is currently the IAPP Knowledge Net Co-Chair for the Swedish chapter.

**Gerrit Vandendriessche** practices ICT and general commercial law. He regularly advises on computer law, privacy and data protection, electronic communications, e-commerce, outsourcing, digital signatures and certification, software, cloud services, distant sales rules, commercial practices including (on-line) advertising, and general commercial law. He also conducts ICT-related litigation. Gerrit is also President of the Legal Hub of the Belgian Association of Marketing (BAM). He is furthermore a member of ITechLaw and IAPP and a guest lecturer at the KULeuven and the Free University of Brussels (VUB).

**Pranvera Këllezi** is attorney at law in Geneva, Switzerland. She represents companies and public organisations in business law, data protection, antitrust and competition, as well as in public economic law. She is a IAPP member (CIPP/E, CIPM), and a member of the bureau of the LIDC. Pranvera will moderate the webinar.

**Registration:** please do so via the LIDC secretariat ([info@ligue.org](mailto:info@ligue.org)), until **Tuesday 27 April 2021**. The event is free of charge. The link to join the webinar will be circulated via email to all those who have registered.



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## OTHER WEBINARS OF THE LIDC SERIES ON DISTRIBUTION LAW

**Abuse of economic dependence and superior bargaining power** | 18 March 2021

**Sung Keun Kim** (Korean Fair Trade Commission officer, Expert of CCPB, UNCTAD), **Jean-Louis Fourgoux** (Partner at FIDAL Paris, France), **Stephanie Pautke** (Partner at COMMEO, Frankfurt am Main, Germany) and **Carmen Verdonck** (Partner at ALTIUS, Brussels, Belgium, LIDC President)

**How to protect trade-secrets, know-how and other valuable information in distribution relationships** | 12 November 2020

**Sophie Lens** (counsel at ALTIUS, Brussels, Belgium), **Andrea Zinober** (Attorney at law, Vienna, Austria) and **Marianne Decker** (Partner at Decker & Braun, Luxembourg).

**Antitrust enforcement in relation to online sales** | 10 December 2020

**Fabienne Siredey-Garnier** (Vice-President, French Competition Authority), **Andrea Graber Cardinaux** (Vice-Director, Product Markets, Secretariat of the Swiss Competition Commission), **Sue Aspinall** (Director Antitrust and Cartel Enforcement, UK Competition and Markets Authority), **Johan Sahl** (Head of the Market Abuse Unit, Swedish Competition Authority), **Stephen Ryan** (Head of Legal Advisory (Hong Kong Competition Commission) and **Christophe Rapin** (Partner at Kellerhals Carrard and Vice-President of the LIDC)

**European Commission reform of the rules on verticals: what is up for debate?** | 15 October 2020

**Marion Carbo** (European Commission, DG Comp) and **Carmen Verdonck** (Partner at ALTIUS, Brussels, Belgium, LIDC President)