

# THE IMPLICATIONS OF THE NEW EU GENERAL DATA PROTECTION REGULATION (GDPR) FOR THE GAMBLING INDUSTRY

## EVENT SPEAKERS

**March 22, 2016, The Law Society, London, United Kingdom**

This one-day event will take an in-depth look at the effect the new EU General Data Protection Regulation (GDPR) will have and what it means for the industry and provide attendees with deep insight into how to deal with the new regulation in a practical and measured manner in order to future proof their business.

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### Confirmed Speakers

1. David Clifton - Founding Director, Clifton Davies Consultancy Limited
2. Ross McKean - Partner, Head of Data Protection, Olswang
3. Michael Mrak - Head of Department Compliance, Casinos Austria AG & Austrian Lottery GmbH
4. Roy Ramm - Founding Director, ExtraYard Limited
5. Steve Wright - Chief Privacy Officer, Unilever PLC

#### 1. DAVID CLIFTON - FOUNDING DIRECTOR, CLIFTON DAVIES CONSULTANCY LIMITED



David is a founding director of Clifton Davies Consultancy Limited. He is well known for his depth of experience in all aspects of licensing and gambling law in which he has specialized for more than 30 years.

He advises a broad range of leisure and gambling industry clients both throughout the UK and overseas and has been a contributing editor for leading textbooks on the subject of licensing and gambling law.

Whilst a partner at Joelson Wilson Solicitors, heading up their Licensing & Gambling team, prior to setting up Clifton Davies Consultancy Limited, David was consistently top-ranked in the Legal 500 and Chambers & Partners Guide to the Legal Profession, where he was "singled out for his advocacy skills" and described as "a genuine expert in the field, fantastically dedicated and client-oriented".

David set up Clifton Davies Consultancy Limited as a non-law firm in May 2013 to provide cost-efficient consultancy advice including new business and strategic planning, compliance and regulatory advice and expert handling of licensing applications to, and advocacy before, gambling regulators and licensing authorities throughout the country. Details are at [www.cliftondavies.com](http://www.cliftondavies.com)

## 2. ROSS MCKEAN - PARTNER, HEAD OF DATA PROTECTION, OLSWANG



Ross leads the Olswang data protection practice and has a broad experience of data protection and privacy matters including audits, compliance assessments, remediation projects, ad hoc and transactional advice. Ross regularly advises clients on security breach, international

transfers and data subject access requests. He assists clients with regulatory investigations and crisis management. Ross is also an experienced sourcing lawyer, advising clients on a wide variety of sourcing deals with a particular focus on the financial services and telecommunications sectors. He frequently advises on data protection compliance as part of his transactional practice and has recently advised on complex HR cloud solutions, helping to achieve a compliant structure across multiple jurisdictions. Ross is ranked as a leading individual for data protection, technology and outsourcing in Chambers. Before joining Olswang he was with Baker & McKenzie for 16 years, where he was a partner in the IT/Com department of their London office and an active member of their data protection and outsourcing practice groups.

### 3. MICHAEL MRAK - HEAD OF DEPARTMENT COMPLIANCE, CASINOS AUSTRIA AG & AUSTRIAN LOTTERY GMBH



Michael Mrak, born in 1963, started to work for Casinos Austria in the year 1993 as a project manager. He was responsible for the design and implementation of the wide area network of all

12 Casinos in Austria and for the integration of IT systems. He was also responsible for the development and operation of all IT security systems.

In the year 2001 Michael started to work as Data Protection and Information Security Officer. Since 2008 he is the Head of Department Compliance which covers all Data Privacy, Anti Money Laundering and Anti-Corruption issues of the Casinos Austria & Austrian Lotteries Group.

Michael is a lecturer at the University of Applied Sciences in Graz and he is also well known as a speaker at various seminars about Compliance in the gaming industry.

### 4. ROY RAMM - FOUNDING DIRECTOR, EXTRAYARD LIMITED



An industry professional since 1997 his career has focused on the development of effective responsible gambling policies. As the senior compliance officer in a high-risk industry he also developed highly effective anti money laundering policies that balanced commercial opportunities with regulatory compliance.

When Caesars Entertainment entered the UK market he was appointed as Governance and Public Affairs Director for Caesars UK. Beyond his primary regulatory remit, he was for 10 years the chairman of The Emerald Casino Resort in South Africa – a large hotel, casino and leisure complex and held an executive role in Caesars interests in the Middle East.

He has taken a leading role in the casino industry's trade body – the National Casino Forum chairing the Operations Forum for 6 years - and has led in promoting innovative, responsible and ethical practices through the development of the Playing Safe and SENSE (self – exclusion) initiatives and in developing casino industry policy on crime prevention, anti money laundering. And data protection.

He also led the industry's engagement with government at ministerial level.

He now manages his own consultancy , Extrayard Limited.

## 5. STEVE WRIGHT - CHIEF PRIVACY OFFICER, UNILEVER PLC





Steve is passionate about big data and all things digital. With more than 20 years' experience, designing, developing, managing and delivering transformational data

governance, privacy and security programmes, Steve's vast experience as a pragmatic and charismatic leader, ideally places him as the 'trusted advisor' to the Board on all privacy and security related matters. Steve is also a published author, a non-exec director and is regularly invited to speak at industry events, trade associations and thought leadership working groups, working towards continually finding new ways to increase trust and transparency in respect of consumer services, business functions and product vendors.

Steve believes that big data (governance), cyber security and privacy are all inextricably linked as they share common objectives and principles, and therefore, require satisfactory safeguards and assurances. From a business perspective, this can be achieved by building 'data trust and assurance' programmes based on the fundamental principles of transparency, accountability, protection, integrity, confidentiality and availability, accompanied by clear policies and delivered through comprehensive training, integrated procedures and a robust compliance regime.

This is where Steve's role as Chief Privacy Officer at Unilever is particularly relevant because Unilever's digital ambition, to connect with one billion consumers around the world, pushes the boundaries of functionality, connectivity and personalisation. Steve's role is to work collaboratively and integrally with the business, to help steer and shape the digital conversation and leverage the power of data analytics, while also ensuring that the business remains compliant with laws around the world but still competitive, and acts in a moral and ethical way in relation to the rights of the individual.

His role as Trusted Privacy Advisor and Data Protection Officer, is essentially about making Unilever's digital strategy, a reality. This work involves proactively communicating with Data Protection Authorities from around the world and regularly training lawyers, marketers, HR and R&D personnel to ensure that they understand and know their responsibilities.

Steve has integrated Privacy by Design concepts into Unilever's applications and architecture and has embedded an easy-to-use Privacy Impact Assessment procedure, across all relevant Unilever Functions. This enables the business to continue to grow and innovate digitally, while remaining compliant and not putting its brands or the business at risk.

Having served as a CISO, and completed similar several leadership development programmes at Deloitte, PwC, Siemens and Capita, Steve has a full appreciation of what is required to get the job done in a cost effective, pragmatic and timely fashion. Throughout his career, Steve's natural ability to lead from the front, to coach teams in successfully achieving their goals and to take responsibility consistently and courageously to deliver on promises, is what sets him out from the pack.

