

## Protecting Privacy in Commercial Transactions in 2021 and Beyond

*Privacy and Access to Information Law Section*



Webcast

**Date:** Wednesday, March 3, 2021 | 9:00 am – 12:30 pm

**Location:** Zoom Webinar

**Program Chairs:** **Ryan MacIsaac**, Uber Canada Inc.  
**Ronak Shah**, Torys LLP



**Substantive Hours:** This program is eligible for up to 3h 30m

How companies collect, manage, and monitor the use of customer data is becoming increasingly complex and important. With the rapid digitization of businesses, and companies progressively leaning on data and advanced analytics, companies need to ensure protection of one their most valuable assets: consumer data. Join our panels of experts as they discuss privacy risks and considerations in commercial transactions as it relates to M&A, ongoing data sharing, and online marketing and advertising. This discussion will bring you up to speed on the key considerations that will assist in ensuring your clients are protected in commercial transactions in 2021.

9:00 am Welcome and Opening Remarks

9:05 am **Corporate Law meets Data Protection Law**

**Moderator:** Ronak Shah, Torys LLP

**Speakers:**

Kristin Ali, Osler, Hoskin & Harcourt LLP

Brian Levine, Ernst & Young

Wendy Mee, Blake, Cassels & Graydon LLP

- How can companies better understand and mitigate privacy and cybersecurity risks in the corporate transactional context
- What are key privacy considerations when acquiring targets
- What should your client be doing to prepare if they are the target of acquisition

10:15 am **Ongoing Data Sharing**

**Moderator:** Ryan MacIsaac, Uber Canada Inc.

**Speakers:**

Roland Hung, Finning International, Inc.

Domenic Presta, Miller Thomson LLP

Robin Sooklal, Loblaw Companies Ltd

- Key privacy considerations in ongoing data transfers between companies, including relating to continuous data

transfers between business partners, and data sharing in the vendor-client context

- How to ensure your clients and organizations are protected
- Review of relevant regulatory guidance and case law

11:20 am **Online Interests-Based Marketing and Ad-Tech**

**Moderator:** Ronak Shah, Torys LLP

**Speakers:**

Marissa Caldwell, McCarthy Tétrault LLP

Marie-Christine Eldridge, dentsu

Kelly Harris, Miller Thomson LLP

- Key points of examination when commercial arrangements are set up for online interests-based marketing
- Examination of the traditional information flow in the online marketing and ad-tech space, and what you and your clients should be looking for
- Privacy considerations companies should be aware of

12:25 pm Concluding Remarks

12:30 pm Program Concludes

**PROGRAM REGISTRATION IS ONLINE** [www.oba.org/pd](http://www.oba.org/pd)

**Questions?** [pd@oba.org](mailto:pd@oba.org)