



# GSDM Global Leader Program for Social Design and Management

## GSDM 29th Platform Seminar

### International Symposium on Cross-border Data Flow II

**Date:** October 1, 2014 18:30-20:50

**Venue:** Sanjo Conference Hall, U of Tokyo (<http://www.sanjo.nc.u-tokyo.ac.jp/sanjo/contact/>)

**Organizer:** The University of Tokyo - Global Leader Program for Social Design and Management

**Supporter:** Meiji Institute for Global Affairs (MIGA)

**Program:**

- 1830-1835 Welcome – Prof. Hideaki Shiroyama, Dean, Graduate School of Public Policy, The University of Tokyo (confirmed)
- 1835-1845 Greetings – Representative Masahiko Shibayama, Former Senior Vice-Minister for Internal Affairs and Communications; and Director, Treasury and Finance Division, Liberal Democratic Party, Japanese House of Representatives (confirmed)
- 1845-1855 Japan’s privacy law reform – Prof. Masao Horibe, Chairman, Specific Personal Information Protection Commission (confirmed)
- 1855-1900 Japan's approach for assuring sufficiency between Japan and the EU (TBD)
- 1900-1930 Adequate Data Protection System - Bruno Gencarelli, Head of Sector for International Relations Data, Directorate-General for Justice, European Commission (Video - confirmed)
- 1930-1955 Q&A and Discussion – (moderator) Prof. Ryozo Hayashi, Director General for Meiji Institute for Global Affairs (confirmed)
- 1955-2000 Closing Remarks – Rizaburo Nezu, former OECD Director for STI (confirmed)
- 20:00-20:50 Dinner (Invitation only)

**Overview:** Creating economic value from large data sets is at the leading edge of business innovation, with companies that base their decisions on data and analytics outperforming other firms in terms of productivity growth. However, big data analytics pose difficult issues when the data collected and analyzed is related to individuals. The insights gained from analysis of the movements, interests and activities of individuals raise issues ranging from unanticipated uses of personal data to potential discrimination.

Properly implemented, big data would become a historic driver for individual empowerment and social good. Japan is in the midst of the privacy law reform for better balancing big data's benefits and risks. A key challenge for Japan is to facilitate cross-border data transfer, especially transfer from the EU to Japan, while respecting jurisdiction in countries where data resides.

Under the EU Directive 95/46, personal data can be transferred from the EU to countries outside the EU that guarantee an “adequate” level of data protection. Japan has not been found adequate, which has posed an extra compliance burden for Japanese companies doing business with EU customers. While Japan and the EU share the goal of enhancing privacy protection for their citizens, Japan has taken a different approach to privacy from that taken by the EU. Bridging a gap between these different approaches, Japan needs to create a new data protection system which could be recognized as adequate by the EU.

The goal of this symposium is to facilitate discussions among government, academia, businesses, citizens and consumers on the responsibility of the public and private sectors for creating the data protection system while stimulating the economic growth. We encourage the participation of students and young professionals as they are sources of next-generation leaders for big data analytics and privacy.