

Sponsored by JIPDEC



JIPDEC PrivacyMark® Forum2015 inTokyo/inOsaka Event Report



⇒Video message from Mr. David Hoffman Personal Information in 2005. The Government is currently preparing a revision bill to be proposed to the ordinary session of the 2015 Diet to develop legislation to enhance the utilization of personal data which is anticipated to be the key to the creation of new industries and services, while enhancing protection of personal information.

In addition, with the implementation of the Social Security and Tax Number System based on the Number System Act(the Act on the Use of Numbers to Identify a Specific Individual in the Administrative Procedure) in January 2016, the awareness of protecting personal information and privacy is heightening, because strict control of information will be required for central and local governments, as well as any enterprise which handles "individual number"s in the course of business.

Development of rules and legislation for the protection of personal information and privacy is also progressing around the world, such as in the EU, OECD, US and APEC.

In this context, in support of the "Data Privacy Day" which promotes the protection of personal information and privacy, JIPDEC held the "JIPDEC PrivacyMark Forum 2015" on January 28 and February 3, successfully gathering 1,310 participants.

March 2, 2015
JIPDEC

<Reference>"Data Privacy Day"

Honored on January 28 in the US, Canada, and Europe as a means to raise awareness and discussion regarding the protection of data, privacy and personal information. Also called "Data Protection Day" in Europe.



Forum Details

- **Date,Venue** January 28, 2015 (Wed): Tokyo International Forum, Hall B7
February 3, 2015 (Tues): Grand Cube Osaka, Event Hall
-

■ Sponsor JIPDEC

■ Participant PrivacyMark entities

■ Number of Visitors 1,310

Program

Theme	Speaker
Opening Remarks	Tsutomu Makino , President, JIPDEC
Video Message In Celebration Of "DATA PRIVACY DAY"	Mr. David Hoffman Director of Security Policy and Global Privacy Officer, Intel
Honorary Guest Address	National Strategy office of Information and Communications Technology, Cabinet Secretariat
Keynote Address "Personal Information Protection Trends in Japan and Abroad, and Challenges for Japanese Companies"	Mr. Yusuke Koizumi Senior Fellow, Information Society Research Department Institute for International Socio-Economic Studies
PrivacyMark System Contributor Awards	
"METI's Promotional Initiatives in the Protection and Utilization of Personal Information"	Information Economy Division Commerce and Information Policy Bureau Ministry of Economy, Trade and Industry
"The Role of Enterprises in My Number System- Proper Handling and Legal Issues"	Masao Horibe,LL.D Chairman, Specific Personal Information Protection Commission
"PrivacyMark System Future Initiatives"	JIPDEC
Case Study of PrivacyMark entities (1)	Mr. Hiroshi Hosokawa Toppan Forms Services Co., Ltd
Case Study of PrivacyMark entities (2)	Mr. Kyoji Otsuka Mr. Atsushi Sekine Marubeni Information Systems Co, Ltd

* In addition to the logo marks, PrivacyMark System, PrivacyMark, Privacymark, and other terms are all registered trademarks of JIPDEC.