

From: Chris Hartsuiker
To: **DELETED**
Subject: RE: Invitation – IAB Europe Roundtable – ePrivacy Regulation and the future of online media – 9th May 2017
Date: mercredi 26 avril 2017 12:00:53
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[IAB Europe - ePrivacy Regulation - 9 May 2017.pdf](#)

Dear **DELETED**

On behalf of the team at IAB Europe we would like to invite you a roundtable discussion on the ePrivacy Regulation and the future of online media, taking place over breakfast on Tuesday 9th May in the Radisson Red Hotel, Brussels.

The proposed ePrivacy Regulation will have specific implications for data protection rules in the online and communications context. At the same time, the media industry is becoming more complex and dynamic in response to digital and online trends. Online advertising, and the partnerships between publishers, agencies and technology providers, is today a key part of the media ecosystem and a vital revenue stream for the news, entertainment and sports we read every day.

As we shape the future for online media, advertising and communications at this critical juncture for the European press, we would be delighted if you could join us in considering how the EU can strike the right balance between privacy and access in the new legislative framework.

Further information regarding the event can be seen in the attached invitation card.

We hope that you can make it and would be grateful if you could RSVP to Tom Denney at xxxx@xxxxxxxxxx.xx or +32 (0) 472 64 20 99.

With best wishes

Chris Hartsuiker

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POLICY ROUNDTABLE

ePrivacy Regulation and the future of online media

Date: Tuesday 9th May 2017

Time: 8-9.30am

Venue: Radisson Red Hotel

Rue d'Idalie 35

Brussels

Breakfast will be served

The proposed ePrivacy Regulation is the new iteration of the infamous "Cookie Directive", complementing general data protection rules with specific proposals for the online and communications context. As we shape the future of online media and advertising at this critical juncture for the European press, we would be delighted if you could join us to consider how the EU strikes the balance between privacy and access in the new legislative framework.

We will be joined by an audience of politicians, policymakers, academia, civil society and industry sharing views on the challenges and opportunities ahead.

We hope you can make it and contribute to our discussions.

To secure your place, please RSVP to Tom Denney
at
RSVP@iab europe.eu



iab.europe