

IV Edición Congreso de Regulación Publicitaria Digital de IAB Spain



El martes 30 de abril, de 9 a 13.45 horas, el Salón de Actos acoge la IV Edición Congreso de Regulación Publicitaria Digital de IAB Spain. Un foro de debate al más alto nivel entre la industria de la publicidad en medios digitales y las instituciones públicas cuya finalidad es informar y debatir sobre los aspectos de la regulación publicitaria más novedosos que afectan al sector digital. [Más información y Programa](#). Citas en medios: [IPMARK](#) | [PR Noticias](#) |

En esta IV edición debatiremos la importancia de la aprobación y aplicación de normativas equilibradas que protejan a los usuarios a la vez que se permite un entorno de innovación y competitividad.

Además, se presentarán las pautas de cumplimiento de la Ley de Servicios de la Sociedad de la Información en lo que se refiere a cookies por parte de la Agencia Española de Protección de Datos a raíz de la Propuesta de Guía sobre normas de uso presentada por la industria digital y que ha sido analizada por este organismo, por lo que supone una oportunidad para conocer de primera mano todos los detalles y resolver cuestiones sobre su implementación.

El programa está formado por los máximos representantes del entorno digital, asociaciones del sector y entidades públicas, que nos expondrán la importancia de la gestión y el análisis de la información para la generación de negocio

Este evento está dirigido a directivos de empresas publicitarias, anunciantes, soportes y agencias, redes publicitarias, medios de comunicación, así como a departamentos jurídicos de cualquier compañía que deseen recibir la última información acerca de un asunto tan actual como la normativa sobre publicidad digital.

Programa:

9:00h Registro

Antonio Traugott, Director General de IAB Spain.
David Segura, Presidente de IAB Spain.

9:45h Datos y marco legal: las nuevas fronteras del negocio

Genís Roca, Socio Director de RocaSalvatella.

Modera: **Antonio Traugott**, Director General de IAB Spain.

Participan:
Jordi Barriola, Gábor Csatalló, Director General de Autocontrol

José Domingo Gómez Castallo, Director General de Autocontrol.

Juan Ramón Plana, Director General de la Asociación Española de Anunciantes.

Sebas Muriel, Vicepresidente de Desarrollo Corporativo de Tuenti.

Bárbara Navarro, Directora de Políticas Públicas y Asuntos Institucionales para Google España, Portugal, Italia y Grecia.

Rafael García del Poyo, Socio responsable del Departamento de Derecho de los Negocios Digitales de Osborne Clarke.

Adrián Segovia, CDO en Diario AS.

11:30h Coffee break

12:00h Regulación sobre las cookies en España y aplicación por parte de la Agencia Española de Protección de Datos

Gema Campillos, Subdirectora General de Servicios de la Sociedad de la Información, SETSI y Ministerio de Industria, Energía y Turismo.

Jesús Rubi, Adjunto al Director de la Agencia Española de Protección de Datos.

13:00h Presentación página web "Privacidad en Internet"

Paula Ortiz, Directora Jurídica de IAB Spain,

13:15h Desafíos para España del mundo Hiperconectado: La Agenda Digital Española

Borja Adsua Varea, Director General de Red.es.

13:45h Conclusiones y clausura

Antonio Traugott, Director General de IAB Spain.
David Segura, Presidente de IAB Spain.

Contenido relacionado

<p> Home About Contact Privacy Policy Terms of Service Sitemap Feedback Help FAQ Glossary Index Search Links Partners Sponsors Advertise Affiliate Wholesale Retail Bulk Dropship Franchise Licensing Distribution Manufacturing Supply Chain Logistics Transportation Warehousing Inventory Management Order Management Customer Relationship Management Marketing Sales Support Training Development Testing Deployment Monitoring Maintenance Updates Security Compliance Risk Management Business Continuity Disaster Recovery Incident Response Forensics Legal Ethics Governance Stakeholder Management Communication Public Relations Media Investor Relations Analyst Relations Government Relations Community Relations Employee Relations Union Relations Labor Relations Human Resources Recruitment Hiring Onboarding Training Development Performance Management Compensation Benefits Safety Health Environment Social Governance ESG Sustainability Climate Change Renewable Energy Circular Economy Biodiversity Water Waste Pollution Emissions Transparency Reporting Certification Standards Frameworks Tools Software Hardware Networks Cloud Mobile IoT AI ML DL Blockchain Quantum Nanotechnology Biotechnology Aerospace Automotive Agriculture Food Beverage Pharmaceuticals Chemicals Metals Minerals Energy Utilities Telecommunications Media Entertainment Sports Retail E-commerce Finance Banking Insurance Investment Real Estate Construction Infrastructure Transportation Logistics Manufacturing Supply Chain Operations Production Distribution Sales Marketing Support Training Development Testing Deployment Monitoring Maintenance Updates Security Compliance Risk Management Business Continuity Disaster Recovery Incident Response Forensics Legal Ethics Governance Stakeholder Management Communication Public Relations Media Investor Relations Analyst Relations Government Relations Community Relations Employee Relations Union Relations Labor Relations Human Resources Recruitment Hiring Onboarding Training Development Performance Management Compensation Benefits Safety Health Environment Social Governance ESG Sustainability Climate Change Renewable Energy Circular Economy Biodiversity Water Waste Pollution Emissions Transparency Reporting Certification Standards Frameworks Tools Software Hardware Networks Cloud Mobile IoT AI ML DL Blockchain Quantum Nanotechnology Biotechnology Aerospace Automotive Agriculture Food Beverage Pharmaceuticals Chemicals Metals Minerals Energy Utilities Telecommunications Media Entertainment Sports Retail E-commerce Finance Banking Insurance Investment Real Estate Construction Infrastructure Transportation Logistics Manufacturing Supply Chain Operations Production Distribution Sales Marketing Support Training Development Testing Deployment Monitoring Maintenance Updates Security Compliance Risk Management Business Continuity Disaster Recovery Incident Response Forensics Legal Ethics Governance Stakeholder Management Communication Public Relations Media Investor Relations Analyst Relations Government Relations Community Relations Employee Relations Union Relations Labor Relations Human Resources Recruitment Hiring Onboarding Training Development Performance Management Compensation Benefits Safety Health Environment Social Governance ESG Sustainability Climate Change Renewable Energy Circular Economy Biodiversity Water Waste Pollution Emissions Transparency Reporting Certification Standards Frameworks Tools Software Hardware Networks Cloud Mobile IoT AI ML DL Blockchain Quantum Nanotechnology Biotechnology Aerospace Automotive Agriculture Food Beverage Pharmaceuticals Chemicals Metals Minerals Energy Utilities Telecommunications Media Entertainment Sports Retail E-commerce Finance Banking Insurance Investment Real Estate Construction Infrastructure Transportation Logistics Manufacturing Supply Chain Operations Production Distribution Sales Marketing Support Training Development Testing Deployment Monitoring Maintenance Updates Security Compliance Risk Management Business Continuity Disaster Recovery Incident Response Forensics Legal Ethics Governance Stakeholder Management Communication Public Relations Media Investor Relations Analyst Relations Government Relations Community Relations Employee Relations Union Relations Labor Relations Human Resources Recruitment Hiring</</p>

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