

In collaboration with

# RocaJunyent

## PRIVACY RULES

# II Tech Leadership Day

*Navigating through international complexity*

## DATE

Thursday, 12 November 2026

## VENUE

RocaJunyent offices, Madrid

**Preceded by an optional Crisis Simulation Management exercise on the day before**

Crisis simulation sponsored by



Tech Leadership Day - Media partner

  
**IBERIANLAWYER**

# II Tech Leadership Day

## *Navigating through international complexity*

### THE EVENT

RocaJunyent organizes the second edition of the 'Tech Leadership Day', held in the framework of the PrivacyRules annual meeting, hosted this year in Madrid. The event is conceived as a forum for debate aimed at executives and senior managers, addressing some of the main challenges arising from technological transformation from an international, regulatory and business perspective.

The event will take place on Thursday, 12 November 2026, from 9:00am to 2:30pm, at Roca Junyent's Madrid offices (Calle José Abascal 56, 6th floor, 28003 Madrid), and the session will be conducted entirely in English.

The day will be structured around several round-table discussions on global AI regulation, cybersecurity and the new regulatory environment — including NIS2 — and other technology challenges. The main conclusions of the crisis simulation organized with PrivacyRules the day before will also be shared. A networking cocktail will follow.

### CYBER CRISIS SIMULATION – previous day

On Wednesday, 11 November, RocaJunyent organizes, in collaboration with PrivacyRules, a practical cybersecurity crisis management exercise for invited clients. The PrivacyRules platform creates a realistic, immersive simulation — such as a ransomware attack on a multinational company — in which teams must make decisions under pressure in real time.

The exercise tests crisis plans, response capabilities and communications, while helping minimize legal and reputational risks with support from legal, cyber and crisis communication experts.

Attendees to the Tech Leadership Day will also be able to register for the cyber-simulation exercise, which will be organized with the PrivacyRules team the afternoon before, from 4:00pm to 7:00pm at RocaJunyent's offices, through the options enabled on the registration form.

What is included:

- Simulation workbook with incident response guidance and practical recommendations.
- The complete cycle of preparation, delivery, feedback discussion and reporting.
- Live support and facilitation from cyber and communications experts.
- Final live debrief to crystallize the learning experience.
- Post-exercise feedback report with decisions, lessons and recommendations.
- Certificate of completion and participation statement that may qualify for CPD credits.

*The Simulation agenda, including confirmed facilitators, will be shared in the coming weeks.*

### ATTENDEE PROFILE

Approximately 100 attendees on 12 November, combining representatives from over 20 jurisdictions of the PrivacyRules network with RocaJunyent's specially invited clients and prospects, including data protection officers, compliance officers, cybersecurity specialists, legal advisers and senior executives from banking, insurance, technology, retail and consumer goods.

# Tentative Agenda

**Thursday, 12 November 2026 · 09:00–14:30 · RocaJunyent Madrid**

**09:00–09:30**      **Registration & Welcome**

Arrival, welcome coffee and networking

**09:30–09:45**      **Institutional Welcome**

Opening remarks and introduction to the day

**09:45–10:30**      **Panel 1 · “AI: Regulatory Challenges Worldwide”**

International round table on the global regulatory challenges of artificial intelligence, with Privacy Rules network law firms and professionals from technology, financial and retail companies.

**10:30–11:00**      **Coffee Break**

Networking

**11:00–11:45**      **Panel 2 · “Real Cyber Resilience: From Simulation to the Crisis Room”**

Cybersecurity panel focused on the new regulatory environment, including the NIS2 Directive, and the key takeaways from the Cyber Crisis Simulation held the previous day at Roca Junyent’s offices.

**11:45–12:30**      **Panel 3 · “Fintech Frontlines: Innovation, Data and Regulation in Digital Banking”**

Sector panel (to be confirmed) on privacy, cybersecurity and technology regulation challenges in the financial and insurance sector, with profiles from banking, payments and the fintech ecosystem.

**12:30–12:50**      **Leaders Spotlight**

One-to-one conversation with a representative from a major global technology company on their view of regulation and technological innovation.

**12:50–14:30**      **Closing & Networking Cocktail**

Closing remarks by RocaJunyent, followed by a networking cocktail with speakers and attendees.

*\* The agenda is subject to change. The final programme, including confirmed moderators and speakers, will be shared in the coming weeks.*

# Confirmed Speakers

International expertise across privacy, AI, cybersecurity and technology regulation.

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**LUIS AUSED**

**Kyndryl · Spain**

CTO Spain and Portugal

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**LUIZA SATO**

**Tozzini Freire · Brazil**

Partner Cybersecurity & Data Privacy Business Election Law and Digital Intellectual Property Technology and Innovation, Chairperson of the PrivacyRules Alliance

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**MIGUEL ÁLAVA**

**AWS · Spain**

Director of Tech Sales for Independent Software Vendors (ISVs) in Europe, the Middle East, and Africa (EMEA).

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**ANDREA VIALE**

**Idealista · Spain**

Global Head of Legal and Director & Secretary of the Board

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**ENRIQUE MERE**

**Mango · Spain**

DPO and CISO

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**DIEGO BODAS**

**Mapfre · Spain**

Director of Artificial Intelligence

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**LYNDSAY WASSER**

**McMillan LLP · Canada**

Partner and Head of the & Data Protection Group; Chair of the PrivacyRules Artificial Intelligence Committee

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**ARTURO GONZÁLEZ MAC DOWELL**

**AEFI · Spain**

President of the Spanish FinTech and InsurTech Association

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**IRIS HWANG**

**DLG Corporation · Korea**

Partner and a Licensed Patent Attorney

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**JOSÉ PALACIO**

**Banco Santander · Spain**

Chief Data & AI Officer, Wealth Management & Insurance, and Global Head of AI Adoption

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**PEDRO COLL**

**LLYC · Spain**

Reputational Risk & Crisis Director

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**BEATRIZ RODRÍGUEZ**

**RocaJunyent · Spain**

Roca Junyent Privacy, Cybersecurity and Tech Partner; Co-Chair of the PrivacyRules European Committee, and host of the II Tech Leadership Day

# VENUE

## RocaJunyent Madrid offices

RocaJunyent welcomes speakers and guests to its  
Madrid headquarters in Chamberí.

RocaJunyent

### ADDRESS

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[www.rocajunyent.com](http://www.rocajunyent.com)

### NEAREST METRO



Gregorio Marañón

1 MINUTE WALK

Alonso Cano

5 MINUTES WALK

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