



Privacy by Design Conference 2024

Conference Report

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What is Privacy by Design Conference?

"Privacy by Design Conference" is the conference to explore the way to discuss among the diversified stakeholders toward the sustainable Internet and find the practices. "**Privacy by Design**" was created by Dr. Ann Cavoukian, who invented the concept of 7 principles to protect our rights and privacy by designing the social environment.

"Privacy by Design Conference" is inspired by the [EDPS Conference 2022](#) in Brussels, June 16th, 17th 2022, meanwhile the Representative of Privacy by Design Lab, Kurihara and Fujisaki were attending this conference.

Join EDPS Conference 2022

Privacy by Design Lab teams were invited by Mr. Leonardo those days with EDPS Conference 2022 hosted by EDPS.

We discussed the future privacy topic and came up idea for organizing the conference.



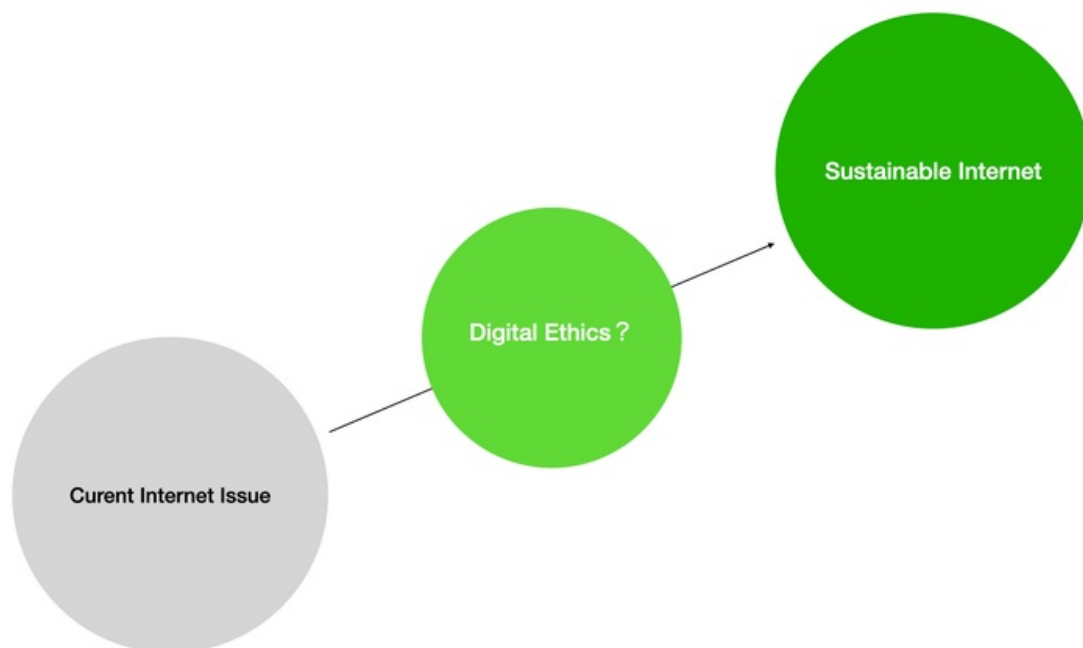
The first Privacy by Design Conference was held on January 27th, 2023 in [Tamachi](#). And thanks to plenty of support, over 50 attendances and 30 speakers were participating in and discussing future privacy in each session.

[The Japanese Nikkei Newspaper published](#) about the conference and we received huge feedback from the attendees and supporters.

Concept of Privacy by Design Conference 2024

At "Privacy by Design Conference 2024", we continue to discuss Internet issues that were discussed last time and enhance the goals this year toward "Sustainable Internet".

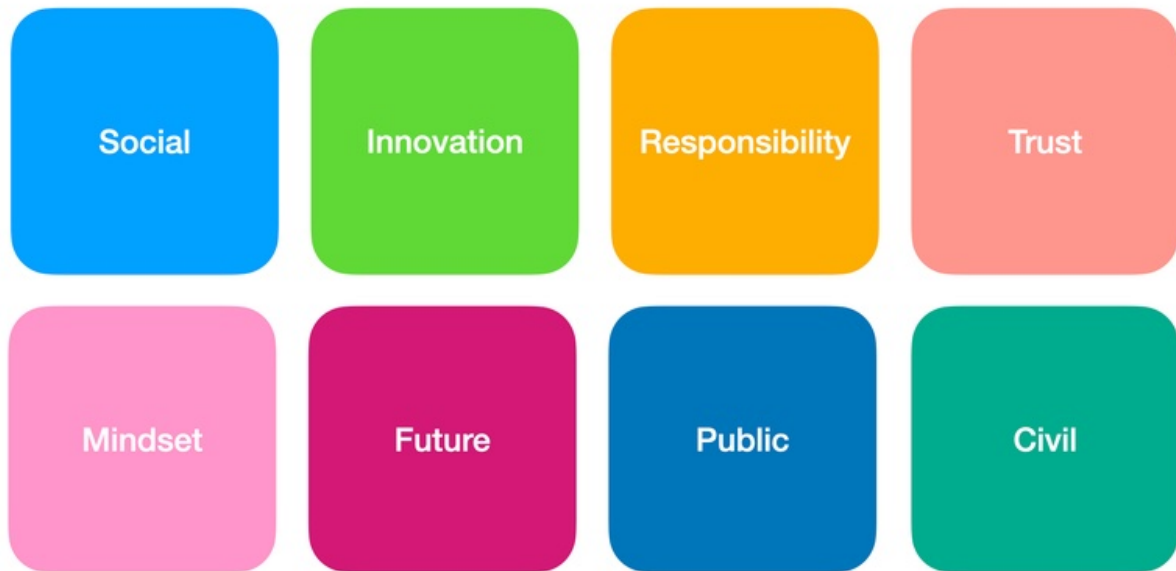
And this year, digital ethics are necessary elements to escalate these topics to reach the goal of sustainability. Digital ethics is a key concept to establish each session and combine different elements to produce new inventions.



In the conference, 3 keynote speeches and 12 sessions will be held and bring the different type of topics in each program.

Throughout the 3 keynote speeches, the notable speakers will deliver the trend of privacy policy making and digital ethics.

Besides, the sessions consist of 8 pillars of concept to consider the digital ethics, "Social" "Innovation" "Responsibility" "Trust" "Mindset" "Future" "Public" "Civil" and will be delivered the opinions from the practical speakers.



Privacy by Design Conference 2024 Overview

“Privacy by Design Conference 2024” was held on January 24th Wed below.

Name : Privacy by Design Conference 2024

Venue : PiOPARK in Haneda Innovation City

(HICity zone K, 1-1-4, Haneda Kuko, Ota-ku, Tokyo, 144-0041 PiO PARK)

Date : January 24th, Wed

Start : 10:30 (Reception : 10:00)

End : 18:15

Host : Privacy by Design Lab

Special Cooperation : MyDataJapan

Cooperation : ONE X

Special Support : PrivacyTech Association

Support : Information Technology Federation of Japan、ITFPC、Japan Information Processing Development Center, Digital Agency

Ticket Site : <https://privacybydesignconference2024.peatix.com/>

Sold Ticket : 6000yen Ticket 31

5000yen Ticket 47

5000yen Ticket Cooperator Ticket A 2

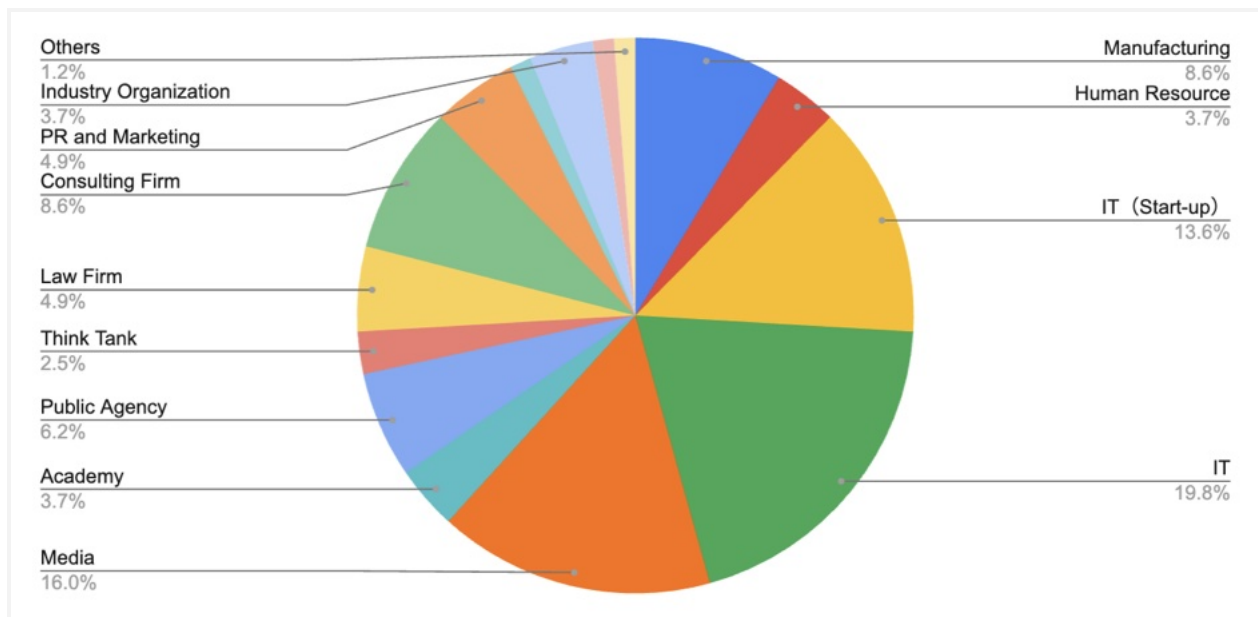
4000yen Ticket Cooperator Ticket B 7

5500yen Ticket Supporter Ticket A 2

4500yen Ticket Supporter Ticket B 4

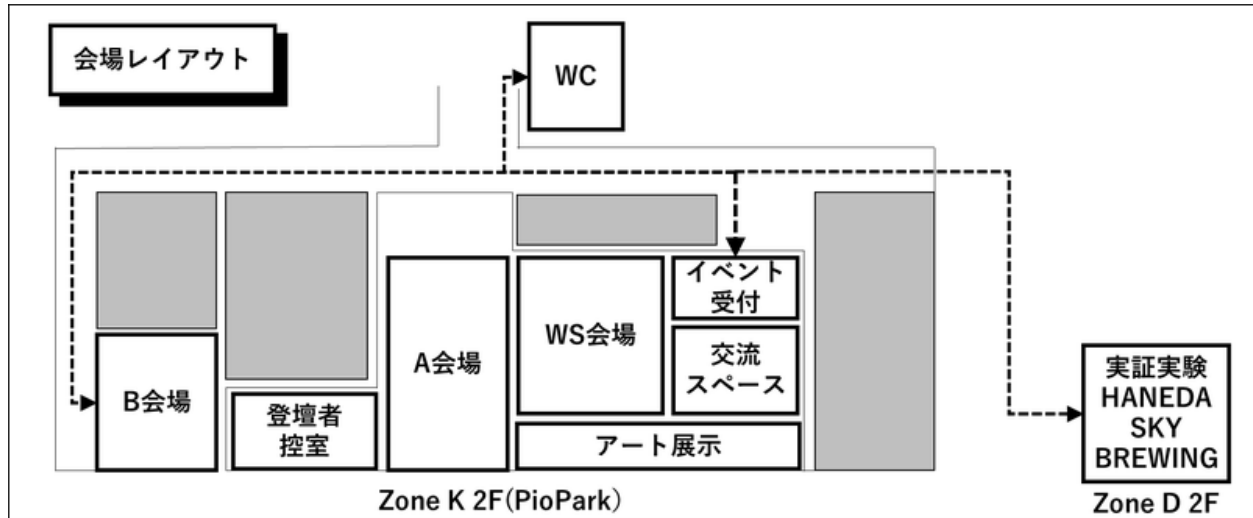
Check-in : 86

Sold Ticket Demographic (Total Submission Numbers)



Venue Layout

“Privacy by Design Conference 2024” reserved the event and special meeting spaces in the PiOPARK at Haneda Innovation City.



At the venue, there is the art exhibitions that was created through the workshop by Musashino Art Univ, Social Creative Institution, and The Japan Research Institute, Ltd, "Future Transition Workshop — The future Privacy and □ □ —.

Besides, there was an ongoing experiment with digital certification technical assessment, and trials were receiving a 1000 yen discount coupon by joining this program.



Keynote Speech

3 keynote speeches and 1 lunch time speech with **Digital Ethics and the Trend of International Privacy Policy**.



Keynote Speech① International Strategy of the Personal Data Protection Commission (RoomA)

Overview : 10:33~10:48

In this keynote, the speaker delivers the practical international strategy of the Personal Data Protection Commission. At the first speech, the speaker presents the international privacy and data protection trend and initiatives of the Japanese government. And he introduced the cross-border safety data transfer with the concept of data free flow with trust. G7 privacy commissioner outcomes and the supplements to comply with regulation. In the end, the presenter shows the international enforcement practices and joint-cooperation at G7, GPA, APPA.



Keynote Speech② Regulations and Data Protection Required for AI (RoomA)

Overview : 10:50~11:05

In this keynote, the speaker delivers the important topics related to AI and data protection legislation and new trends for enterprises. In Particular, the presenter indicated some points of AI regulation trends and framework. He delivered the practical transition and enforcement cases with the enterprises.



Keynote Speech③ European Regulatory Trends on AI and Data Protection (RoomA)

Overview : 16:55~17:10

In this keynote, the EDPS Secretary General, Mr Leonardo Cervera Navas, highlighted developments on AI, data protection and their interplay, and offered a European perspective to these discussions, with an emphasis on AI. His speech expanded on the three pillars that are essential for successful AI: a good regulatory framework based on a human-centric and ethical approach, a robust and effective enforcement and international

cooperation.

Keynote Speech① International Strategy of the Personal Data Protection Commission (RoomA)

Keynote Speaker



Kazuhide Ishiwaka: Director for International coordination at Japanese Personal Data Protection Commission

Presentation Slide : [Keynote Speech ① International Strategy of the Personal Data Protection Commission](#)

Profile

ISHIWAKA Kazuhide is working as the Director for International coordination, being responsible for the development of the concept of Data Free Flow with Trust (DFFT) including its future operationalization and the adaptation to emerging technologies, also overseeing enhancing of enforcement cooperation with other Data Protection and Privacy Authorities (DPAs). Prior to his current position, Mr. ISHIWAKA served for the Ministry of Finance, JAPAN as the Director of the International Cooperation Division, supervising intellectual support for developing countries including commencement of the support of SME Finance for Cambodia as well as research exchanges with foreign research institutions (2022-2023). He also served for the International Monetary Fund's Regional Office for Asia and the Pacific (IMF - OAP) as the Economist to support economic and financial monitoring, outreach, and capacity building activities in Asia and the Pacific, including participating in Article IV Consultation missions for Myanmar and Samoa (2019-2022). He has also worked on a research project on U.S. - Japan relations at Harvard University as the associate (2018-2019). He holds a Master degree in Public Policy from Kyoto University Government school.

Keynote Speech② Regulations and Data Protection Required for AI (RoomA)

Keynote Speaker



Takeshige Sugimoto: Managing Director & Partner of S&K Brussels LPC

Presentation Slide : [Keynote Speech② Regulations and Data Protection Required for AI](#)

Profile

Takeshige (“Take”) Sugimoto is the Managing Director & Partner of S&K Brussels LPC, a Japanese boutique law firm specializing in data protection, privacy and AI regulations in the EU, US, India and Japan. He is qualified to practice law in Japan and New York State and is a member of the Brussels Bar Association (B-List). He closely follows legislative developments of data protection, privacy and AI regulations in the EU, US, India and Japan such as the EU AI Act, the India Digital Personal Data Protection Act, 2023, the Hiroshima AI Process, a new AI Business Guidelines of Japan. He received an LL.B. degree from Keio University, Faculty of Law in 2004; an LL.M. degree from the University of Chicago Law School in 2012; and an MJur degree from the University of Oxford, Faculty of Law (Pembroke College) in 2013.

【Video : Japanese Subtitles】 Lunch Time Speech Special Message (RoomA)

Overview : **12:00~12:20**

In this speech, the speaker delivers the background of Privacy by Design creation and the necessities of privacy by design smart city.

Lunch Time Speaker



Dr. Ann Cavoukian: Privacy by Design Center Excellence

Profile

Dr. Ann Cavoukian is recognized as one of the world's leading privacy experts. Dr. Cavoukian served an unprecedented three terms as the Information & Privacy Commissioner of Ontario, Canada. There she created Privacy by Design, a framework that seeks to proactively embed privacy into the design specifications of information technologies, networked infrastructure and business practices, thereby achieving the strongest protection possible. In 2010, International Privacy Regulators unanimously passed a Resolution recognizing Privacy by Design as an International Standard. Since then, PbD has been translated into 40 languages! In 2018, PbD was included in a sweeping new law in the EU: the General Data Protection Regulation. Dr. Cavoukian is now the Executive Director of the Global Privacy & Security by Design Centre. She is also a Senior Fellow of the Ted Rogers Leadership Centre at Ryerson University, and a Faculty Fellow of the Center for Law, Science & Innovation at the Sandra Day O'Connor College of Law at Arizona State University.

【Video : Japanese Subtitles】 Keynote Speech③ European Regulatory Trends on AI and Data Protection (RoomA)

Keynote Speaker



Leonardo CERVERA NAVAS: European Data Protection Supervisor - Secretary General

Profile

Leonardo Cervera Navas is the Secretary General of the European Data Protection Supervisor (EDPS), the Data Protection Authority of the European Union. Law graduate of the University of Málaga and master's degree in European Law from the University of Granada (Spain). He was a fellow at Duke University in North Carolina (US) as part of the EU Fellowship Programme of the European Commission. He also holds a post-graduate diploma in HR management by Kingston University (UK). He is Member of the Malaga Academy of Sciences (correspondent in Brussels). Leonardo joined the European Commission in 1999 and since then he has been working in the Data Protection field in the EU institutions. In 2010, he joined the EDPS as a manager and he was appointed Director in 2018. In July 2023, he has been appointed Secretary General. As Head of the Secretariat, he sits at the Management Board of the EDPS, advises the European Data Protection Supervisor and he is in charge of the coordination and implementation of the strategies and policies of the institution.

Session

Each session consists of 8 pillars concept with digital ethics below.

Social : What should we include the digital ethics in our society

Innovation : What should we include the digital ethics in the innovation

Responsibility : What should we include the digital ethics in the data protection and responsibility

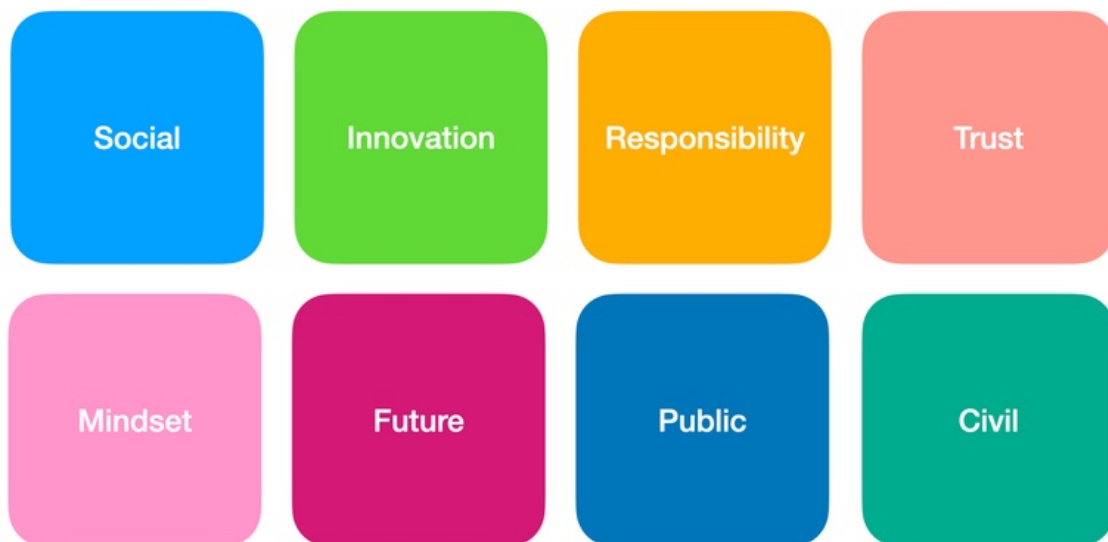
Trust : What should we include the digital ethics in the Trusted Internet

Mindset : What should we include the digital ethics in our mindset

Future : What should we include the digital ethics for the future sustainable internet

Public : What should we include the digital ethics in our public service

Civil : What should we include the digital ethics in our civil society



Digital Ethics and Society

This session, held from 11:15~12:00, addressed issues relating to **digital ethics and social**.

Future Lifestyles and Civil Services with Digital Identity (RoomA)



Overview

In this session, the moderator and the panelists discuss future social mobility service and data utilities with digital ID. As a topic, the session contains the urban and local city matters respectively, and foresee with the eyes of international trends and challenges by the dialogues. The moderator and panelists presented each of their projects and the topics related to mobility matters and data utilities trials.

Fighting against the Critical Disinformation Issues (RoomB)



Overview

In this session, the moderator and the panelists discuss the issue of disinformation and foresee with the eyes of international trends and challenges by the dialogues. The moderator and panelists presented the points against misinformation, especially amid natural disaster and election with the video streaming from each perspective.

Future Lifestyles and Civil Services with Digital Identity (RoomA)

Presentation Slides :

[Future Lifestyles and Civil Services with Digital Identity \(Fumiko Ichikawa\)](#)

Moderator



Akihito Sugano : Tyrell Systems

He started his career as a self-dependent engineer and sales manager at small vendor, and he joined Tyrell Systems, web service development company, as founding member. Akihito had some experiences, planning sales, technical service design and marketing, and established the ad-related company with whole execution. In 2016, he founded the Malaysian branch and took charge of digital and new project development as operating officer. His expertise is the development applications and services and he was involved with ETIC, non-profit organization and some others. At Privacy by Design Lab, he explores and designs community programs for digital identity based services.

Panelist



Fumiko Ichikawa : Re:public Co-CEO

Fumiko Ichikawa Co - founder and Managing Director, Re:public Fumiko Ichikawa is a co-founder and managing director at Re:public, a think & do tank, where she leads numbers of projects every year working with companies, governments, universities, and citizens. A design researcher and user experience designer, Fumiko previously worked at Nokia Design where she helped the designers and engineers to gain insights on how the world is filled with different lifestyles, backgrounds, and cultures. After the earthquake struck the Northeastern Japan in 2013, she has set up a company Re:public together with co-founder Hiroshi Tamura. The company today helps cities and regions to rediscover its cultural resources from the past, identify problems of today, and to create alternative futures beyond the current systems. Fumiko currently locates in Tokyo. Clients include companies like Hitachi, Sony, and Fujitsu; She also regularly works with national governments, Ministry of Economy Trade and Industry (METI) and Ministry of Environment. With local governments, she designs and offers programs for local SMEs to identify their purpose and to create business for the sustainable future. Outside Re:public, passionate about the social entrepreneurship, Fumiko serves as a member of Social Venture Committee supporting social entrepreneurs, and as a mentor for women in Design and Social Innovation in Asia - Pacific (DESIAP); she also serves as a board of director for fog inc., a circular design firm located in Tokyo, which runs a circular restaurant in downtown Tokyo.



Keisuke Murakami : Director General for Public Service Group, Digital Agency JAPAN

Keisuke Murakami, Director General for Public Service Group, Digital Agency JAPAN Keisuke Murakami is the Director General for Public Service Group, Digital Agency of Japan. He leads the DX of governmental services in Japan, for example, he tries to deliver the National Security Card called "My Number Card" for all Japanese people, to launch the various online-based public services, to expand the utilization cases of My Number Card by private services, and so on. He joined the Ministry of Economy Trade and Industry in 1990 and experienced the Information industry policy for 10 years. He also experienced the establish of Cool Japan Initiative, negotiation of the international convention of the climate change and set up the Japanese Feed-In Tariff system for renewable energy. From 2016, he was in charge of Local Revitalization Promotion, Cabinet Office and his innovative work for local economy gave him the awards as one of the Agile 50 by WEF and Apolitical. He joined the Digital Agency in 2021 as one of the starting members.

Fighting against the Critical Disinformation Issues (RoomB)

Presentation Slides :

[Fighting against the Critical Disinformation Issues \(Hajime Onga\)](#)

[Fighting against the Critical Disinformation Issues \(Tomoya Otani\)](#)

[Fighting against the Critical Disinformation Issues \(Jun Hori\)](#)

Moderator



Jun Hori : 8bitNews

He is the Representative Director at 8bitNews, non-profit organization and Chief Representative at GARDEN, Inc. After graduating from Rikkyo University, Department of Literature, German Literacy, Jun joined the Japan Broadcasting Corporation. As a reporter with "News Watch 9", news presenter with "Biz Spo" and worked with other broadcasting news programs. In 2012, he founded civil news sites, "8bitNews" and left Japan Broadcasting Corporation. He currently works as master of ceremonies with TOKYO MX "Hori Jun Morning FLAG", and appear on ABEMA "ABEMA Prime", Yomiuri Broadcasting "Wake Up" and J-WAVE "JAM THE PLANET" Besides, he writes and interviews with domestic and international topics. He is the official columnist at "Forbes Japan". In 2019, he was appointed as visiting researcher at Global Consolidated Research Institute for Science Wisdom in Waseda University, and he promoted multi-disciplinary events and information at SDGs Global Frontier Lab. In 2020, his movie "Stand with the divided" was released and he acted as

managing director, actor and creator.

Panelist



Hajime Onga, Director of Office for Proper Internet Use Promotion (OPIP), Information and Communication Bureau, Ministry of Internal Affairs and Communications (MIC), Government of JAPAN

He joined MIC in April, 2001, then took the role at NISC (National center of Incident readiness and Strategy for Cybersecurity), First Secretary (for ICT/Digital Policy, Science Technology and Innovation Policy, Infrastructure Project Specialist for Space Infrastructure) at Embassy of Japan in Thailand, Ministry of Foreign Affairs, Senior Deputy Director at Information and Communications Policy Division, Global ICT Bureau, MIC, Director of Network Safety and Reliability Office, Telecommunications Business Department, Telecommunications Bureau, MIC, and Director of Personal Information Protection Commission, Japan, and now is working for the current role.



OHTANI Tomoya : Cheif Editor of Fact-Check Media "Litmus"

OHTANI Tomoya started fact checking after the 2011 Earthquake and founded Litmus in Jan. 2022 while working as a company employee. With 5 other members, he has been checking various claims including online fakes to media reports. X: https://twitter.com/jishin_dema Litmus:

<https://litmus-factcheck.jp/>

Digital Ethics and Innovation

This session, held from 12:20~13:05, addressed issues relating to **digital ethics and innovation**.

Artistic Designing our Privacy (RoomA)



Overview

In this session, the moderator and the panelists discuss art and designing future privacy by the dialogues. The panelists shared their narratives to create their art in the workshop organized by Musashino Art University and The Japan Research Institute, Ltd. They also explained the attractive points of exhibitions.

New Innovations to Protect our Privacy (RoomB)



Overview

In this session, the moderator and the panelists discuss the essential demands and the taxonomies of privacy technology in practices and foresee with the eyes of international trends and challenges by the dialogues. They clarified the challenges from technical and legal perspectives to protect privacy as well as the environmental arrangement for these issues.

Artistic Designing our Privacy (RoomA)

Moderator



Mitsuo Wakameda : The Japan Research Institute, Ltd.

Joined NEC Corporation in 1988. As an expert in IT solutions for financial institutions, responsible for the development of large-scale systems and new services, then engaged in company-wide business incubation and the launch of the Big Data business. While engaged in the promotion of artificial intelligence (AI) and data utilization, recognized the importance of privacy and human rights issues, and established a dedicated organization, the Digital Trust Business Strategy Division, to create and promote a strategy based on Human Rights by Design, considering the impact of the adoption of AI on society and the utilization of biometric information on human rights, such as privacy. Currently, involved in national data distribution policy through the activities of the Data Strategy Working Group, Sub-Committee on Digital Economy of Japan Business Federation and Director of Data Society Alliance, and consulting on public and private sector data utilization at The Japan Research Institute, Ltd.

Panelist



Shogo Minemura : ZOUKEI-KOUSOU

Shogo is a service designer and the Chief Executive Officer, ZOUKEI-KOUSOU Inc. He mastered the arts at Musashino Art University. After graduating from Aoyama-Gakuin University, he was sales representative at fiber-oriented trading company and creative manager at FABRIC TOKYO, and he worked as executive CDO at Visual ThinkTank. He founded ZOUKEI-KOUSOU, a circular design firm for social innovation, sustainable circular design research and practices.



Yuka Iwasaki : Undergraduate at Musashino Art Univ

She studies interior design at Musashino Art University. Her study theme is emotional objects and creatives. She specializes in product and space design.

New Innovations to Protect our Privacy (RoomB)

Moderator



Takao Takenouchi : Privacy&Trust Team, Manager at LY Corporation

He joined NEC Corporation in 2005, Digital Garage Inc in 2019 and LY Corporation in 2022. He has researched Privacy Enhancing Technology such as Anonymization, Secure computing, Differential Privacy, Federated Learning. He established the "Secure-computing Working Group" to promote Privacy Enhancing Technology at Data Society Alliance(DSA), and was concerned with the PrivacyTech Association as advisor. He graduated with an engineering PhD at The University of Electro-Communications and mastered with Graduate School of Management, GLOBIS University.

Panelist



Ryosuke Takahashi : Chief Executive Officer, Acompany

After working as a freelance web application engineer and some intern experiences at small startups during his school life in Nagoya University, he founded the Acompany in June 2018. He won the Mic-NICT entrepreneur challenges and multiple business plan contests. His team specializes in Secure-multi party computing technology. He graduated from the Nagoya University, the Faculty of Physics and engineering. In 2021, he was listed as "FORBES JAPAN 30 UNDER 30" and Forbes 30 Under 30 Asia in 2022.



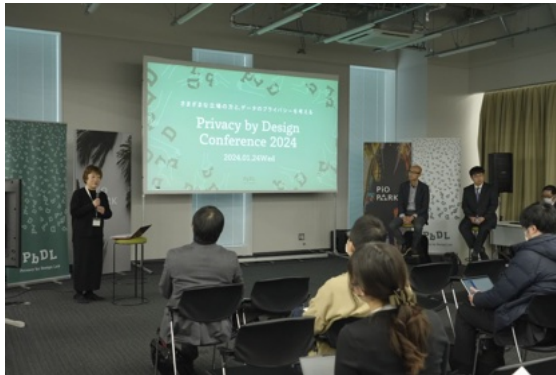
Akiko Fujimura : NTT Social Information Research Institute, Chief Researcher

She graduated from the Faculty of Law at Keio University in 1997 and mastered Media and Policy. She joined Nippon Telegraph and Telephone Corporation, and she mastered Law School at Chuo University. She is the Law PhD, and specializes in information security, personal information protection, privacy protection and AI. She studies the integration with technology and information law from the practical perspective as the researcher of a private company.

Digital Ethics and Responsibility

This session, held from 13:15~14:00, addressed issues relating to **digital ethics and responsibility**.

Corporate Responsibility to Protect our Privacy (RoomA)



Overview

In this session, the moderator and the panelists discuss the corporate responsibilities and practical governance with privacy and foresee with the eyes of international trends and challenges by the dialogues. At the first, the moderator delivered the story of privacy legislation and each panelist demonstrated their work. They also shared the trials of privacy awareness projects and upcoming campaigns to contribute to the privacy environments.

[English] What Does Need for AI ethics into Practice (RoomB)



Overview

In this session, the moderator and the panelists discuss the AI and responsibility with interplay between the benefit and risk to mitigate and foresee with the eyes of international trends and challenges by the dialogues. The panelist presented their responsible and ethical AI practices and new initiatives to lead the environment to create human-centric AI.

Corporate Responsibility to Protect our Privacy (RoomA)

Moderator



Harumi Shinohara : Nippon Association of Consumer Specialists

She has several experiences, Ministry of Economy Economic and Industrial Policy Bureau Information Economy Division, expert of Personal Information Protection Enforcement. She was concerned with Economical Industry guideline making, Personal Information Breach response, consulting and amendment with Personal Information Law. She also worked at JIPDEC with JISQ15001, Head of Secretary at authorized the organization of personal information protection, APEC CBPRs and more. She has some roles at CP consulting as senior manager, consultant at Nippon Association of Consumer Specialists, head of lead the personal information protection committee until 2022, advisor of consumer life.

Panelist



Yasutaka Tsujihata : Senior Manager, Japan Privacy Office, Rakuten Group Inc.

Yasutaka Tsujihata is senior manager for Japan Privacy office at Rakuten Group Inc, engaging in privacy protection practices in Japan. His office works with the Global DPO Office to protect privacy for whole Rakuten group. After registering as a Japanese lawyer in 2009, he had worked at law firms, the Consumer Affairs Agency, and the Cabinet Secretariat. He also has an experience as a visiting scholar at University of Illinois College of Law. He started to work at Rakuten in 2019. He is co-author of “Personal Information Protection Law Commentary.”



Junichi Ishii : Director for International Affairs at Personal Information Protection

Junichi Ishii is Director for International Affairs at Personal Information Protection Commission, Japan (PPC). He has been involved in the work on trusted government access in the OECD, which resulted in ministerial declaration on high-level principles. His work in the PPC also focuses on promotion of Cross-Border Privacy Rules, which have been developed as a work of APEC and now are addressed in the newly established global forum aiming at broadening participation to it; and enhancing relationship with foreign counterparts in bilateral as well as multi-lateral ways including international fora such as Asia Pacific Privacy Authorities and Asia Pacific Economic Cooperation (APEC). He also serves as the Chair of Data Privacy Sub-Group, Digital Economy Steering Group in APEC and Vice Chair of Working Party on Data Governance and Privacy in Digital Economy of the OECD. Prior to join the PPC in April 2018, he served also for the PPC by way of secondment from a private company, Yahoo Japan Corporation, to which he belonged for 13 years from April 2005. In that company, he started his work on the protection of personal information and privacy from October 2010 and experienced public policy related work with main regard to deliberations on the amendment of the Act on the Protection of Personal Information. He also has experiences of attendance to International Conference of Data Protection and Privacy Commissioners and APEC Data Privacy Sub-group meeting several times.

【English】 What Does Need for AI ethics into Practice (RoomB)

Presentation Slides :

[\[English\] What Does Need for AI ethics into Practice \(Kohei Kurihara\)](#)

Moderator



Kohei Kurihara : President of Privacy by Design Lab

Kohei is Co-Founder of Privacy by Design Lab, a leading data privacy culture and society community. As a not-for-profit, the organization was originally established as a privacy oriented corporate structure program and policy making. We collaborate with multi-stakeholders, public affairs, government, companies and civic organizations, and international watchdogs to enhance fundamental privacy culture. He has spoken at many international conferences such as UNESCO and participated in open-source projects as a data privacy and blockchain expert. He also has extensive experience with education and

non-profit organizations, and working with the secretaries of local politicians around the world creating and developing public policy.

Panelist



Haruki Kojima : Director of Government Relations and Public Affairs, Microsoft Japan

After working at Bank of Japan, KPMG Consulting, he currently works as Director of Government Relations and Public Affairs, Microsoft Japan. He is concerned with AI related policy, AI ethics and Responsible AI, AI governance. He presents Microsoft practices and political suggestions. Besides, he works on widespread topics such as privacy and competition policy.

Vakau J.S. : Senior Policy Analyst, AccessNow

With over a decade of research and journalistic work in technology and human rights, Vakau now spearheads Access Now's work on East Asia as a Senior Policy Analyst. His research encompasses digital authoritarianism, platform accountability, surveillance technology, civic tech, and online influence operations across more than 10 countries. Access Now operates a 24/7 Digital Security helpline and conducts advocacy work from the local to the global level. The organization collaborates with civil society organizations worldwide to protect and enhance human rights in the digital realm. Until 2023, the organization has supported more than 20,000 individuals and organizations with digital security assistance and emergency grants. Access Now also hosts RightsCon, the world's largest international conference on digital rights, which will take place in East Asia in 2025.

Digital Ethics and Trust

This session, held from 14:10~14:55, addressed issues relating to **digital ethics and trust**.

What is Necessary for Trustworthy Internet Society (RoomA)



Overview

In this session, the moderator and the panelists discuss the trusted Internet and the reinvention, foreseeing international trends and challenges by the dialogues. Each panelist spoke about their own activities to lead a trusted internet environment. They delivered the current digital ID trends.

How to Cope with Digital Platform Services (RoomB)



Overview

In this session, the moderator and the panelists discuss the responsibility of digital platform companies from civil and user perspective and foresee with the eyes of international trend and challenges by the dialogues. The panelist presented the privacy issues in the past domestic and international environment. They also presented the new shifts and practices in private actions.

What is Necessary for Trustworthy Internet Society (RoomA)

Presentation Slides :

[What is Necessary for Trustworthy Internet Society \(Yuichi Ota\)](#)

[What is Necessary for Trustworthy Internet Society \(Kentaro Fujimori\)](#)

[What is Necessary for Trustworthy Internet Society \(Tatsuya Hayashi\)](#)

[What is Necessary for Trustworthy Internet Society \(Yuta Okuyama\)](#)

Moderator



Yuichi Ota : Chief Executive Office, DataSign

He founded the DataSign Inc, realizing the transparent data utilities and human-centric fair flow of data beyond current ambiguous corporate oriented data control. He is also the executive member of MyData Japan, committee member of Trusted Web initiatives at Cabinet Secretariat Headquarters for Digital Market Competition Division. He is one of the committee members at MIC-METI Information Trust Function Authorization Scheme, and member of MIC Transparency Provisions in Digital Platform Working Group.

Panelist



Kentaro Fujimori : Chief Executive Office, VESS Labs

In 2015, he graduated Hitotsubashi University and started to work at Itochu corporation. After his career at the previous company, he joined Navitime Japan as engineer and leading project management. In 2021, he founded VESS Labs, and using decentralized identity (DID/VC), created the digital certification platform "VESS Credential" to publish "VESS", digital identity wallet (DIW). VESS Labs aims to cooperate with renowned web3 protocol and establish new ages of digital identity infrastructure.



Tatsuya Hayashi : Identity Architect at Digital Agency

He is an identity architect and the Head of Identity Unit at Digital Agency. He also has some other roles, executive member at Parango, Inc, LocationMind, Inc, and researcher at KMD institute at Keio University. He founded Lepidum, Inc in 2004, doing research support and consulting with information technology. And he is concerned with web and internet technology standardization such as W3C and IETF. He currently specializes in authentication technology, privacy, personal data, trust and digital identity.



Yuta Okuyama : Deputy Counsellor at Cabinet Secretariat

Serving as Deputy Counsellor at Cabinet Secretariat, I oversee Trusted Web initiative in Japan since June 2023. Before joining Cabinet Secretariat, I have experienced a wide range of Policy areas including DX, Fukushima Reconstruction, Innovation Policy and GX during my career in Ministry of Economy, Trade and Industry.

How to Cope with Digital Platform Services (RoomB)

Presentation Slides :

[How to Cope with Digital Platform Services \(Ryoji Mori\)](#)

Moderator



Koichiro Fujii : Chief Executive Officer, Makaira

He is the Chief Executive Officer at Makaira, Inc, specializing in public affairs and visiting professor Center for Rule-making Strategies at Tama University. He broadly supports deregulation proposals, technology awareness, CSR and other public communication strategies. He works at the Ministry of Education, Culture, Sports, Science and Technology and Fleishman Hillard Japan, Director of Public Affairs at Google Japan, and leads Internet policy. In 2014, he founded Makaira, Inc and currently executive member of information telecommunication forum. He graduated from Tokyo University, Faculty of Law and mastered Kellogg School of Management.

Panelist



Tomohiko Kikuchi : VP of Legal & Governance / CLO, Mercari

After graduating from Kyoto University, he joined Komatsu Ltd. He has several law practical experiences at Nissan Motors, Mitsubishi Trading Corp for international law. In 2018, he joined Google Japan G.K, engaged with Personal Information Protection act and Telecommunications Business Act, Cloud Service contractual project as senior counsel. In April, 2023, he started to work at Mercari, Inc as VP of Legal & Governance and CLO. New York State Attorney.



Ryoji Mori : Eichi Law Offices

Current Position: Partner Lawyer, Eichi Law Offices Education:University of Tokyo, B.A., University of Pennsylvania Law School Member of Government Committees regarding: Telecommunication Industry Regulation, Personal Data Protection such as Facial Recognition, etc. Recent Publications: "Personal Information Protection Law Commentary" published from Keiso Shobo, February 2021 (co-author)

Digital Ethics and Mindset

This session, held from 15:05~15:50, addressed issues relating to **ethics and mindset**.

Web 3.0 and Privacy with Digital Identity (RoomA)



Overview

In this session, the moderator and the panelists discuss the digital identity and components and foresee with the eyes of international trends and challenges by the dialogues. They presented Web3.0 trends to the legislative discussion, and technical development. The panelist also delivered the regulatory environment and enforcement against abusive internet.

Future Literacy for the Digital Age (RoomB)



Overview

In this session, the moderator and the panelists discuss the digital literacy that is necessary in the society and foresee with the eyes of international trends and challenges by the dialogues. At the first, the moderator and panelists raised the digital literacy topics and issues. Besides, all speakers presented the ideas with their perspectives.

Web 3.0 and Privacy with Digital Identity (RoomA)

Presentation Slide :

[Web 3.0 and Privacy with Digital Identity \(Yuichi Ota\)](#)

[Web 3.0 and Privacy with Digital Identity \(Tatsuya Hayashi\)](#)

Moderator



Yuichi Ota : Chief Executive Office, DataSign

He founded the DataSign Inc, realizing the transparent data utilities and human-centric fair flow of data beyond current ambiguous corporate oriented data control. He is also the executive member of MyData Japan, committee member of Trusted Web initiatives at Cabinet Secretariat Headquarters for Digital Market Competition Division. He is one of the committee members at MIC-METI Information Trust Function Authorization Scheme, and member of MIC Transparency Provisions in Digital Platform Working Group.

Panelists



Kentaro Fujimori : Chief Executive Office, VESS Labs

In 2025, he graduated Hitotsubashi University and started to work at Itochu corporation. After his career at the previous company, he joined Navitime Japan as engineer and leading project management. In 2021, he founded VESS Labs, and using decentralized identity (DID/VC), created the digital certification platform "VESS Credential" to publish "VESS", digital identity wallet (DIW). VESS Labs aims to cooperate with renowned web3 protocol and establish new ages of digital identity infrastructure.



Tatsuya Hayashi : Identity Architect at Digital Agency

He is an identity architect and the Head of Identity Unit at Digital Agency. He has also some other roles, executive member at Parongo, Inc, LocationMind, Inc, and researcher at KMD institute at Keio University. He founded Lepidum, Inc in 2004, doing research support and consulting with information technology. And he is concerned with web and internet technology standardization such as W3C and IETF. He currently specializes in authentication technology, privacy, personal data, trust and digital identity.

Future Literacy for the Digital Age (RoomB)

Presentation Slide :

[Future Literacy for the Digital Age \(Keiko Tanaka, Yasui Daiki, Tomohisa Suzuki\)](#)

Moderator



Keiko Tanaka : Assistant Professor at The Kyoto College of Graduate Studies for Informatics

Keiko Tanaka is passionate about enhancing mutual understanding in civil society by facilitating access to knowledge through information and communication technologies. Previously, she published 100 stories at GlobalVoices.org, covering diverse stories from the Japanese blogosphere in the global context of digital rights. With increased interest in validating open education in recent years, she studies learning design and gives research presentations at various workshops and conferences at the intersections of education and technology.

Panelist



Yasuo Daiki : The secretariat at Information Technology Federation of Japan

He has several experiences at audit firms, system integrators, IT startups related to security and auditing positions. From 2021, he joined the headquarter office at Chubu Electricity and engaged with MINLY project, regional information bank service. He is also the member of the secretariat at the Information Technology Federation of Japan, and promotes the awareness of information trust function. He has some licenses, SME management consultants, Registered Information Security Specialist, IT strategist, system audit technologist and Certified Information Systems Auditor.



Tomohisa Suzuki : ICDL Asia Accreditation Consultant

ICDL Asia Accreditation Consultant After graduating from the College of Policy Science at Ritsumeikan University in 1998, he worked for a construction company and other companies. He developed an interest in digital literacy education and was sent to Namibia in 2011 and Kenya in 2017 as a PC instructor for the Japan Overseas Cooperation Volunteers (JOCV). Through these activities, he realised the importance of providing world-standard digital skills education in Japan, and upon his return to Japan, he took up his current position. He aims to contribute to the realisation of a digital society by spreading digital literacy learning opportunities, which are also the foundation of digital human resource development, throughout Japan so that no one is left behind. He was one of

the translators of "Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training (UNESCO, published by Akashi Syoten). A sponsoring member of the Japan Association for Informatics Education (JAIE)

Digital Ethics and the Future

This session, held from 16:00 to 16:45, addressed issues relating to **digital ethics and the future**.

The Dialogue for Sustainable Internet (RoomA)



Overview

In this session, the moderator and panelists discussed the issues associated with creating a sustainable internet, and identified topics that will require further investigation and development. As part of this, the panelists reviewed the history of the internet and presented their thoughts on its future direction. In addition to technical topics, the conversation covered progress in AI, overall social architecture, and other ideas and ethical perspectives that require close examination in the process of adopting new values.

The Dialogue for Sustainable Internet (RoomA)

Moderator



Chihiro Fujisaki : Privacy by Design Lab Managing Director

Chihiro joined the large printing company in 2004. After engaged in package material development, she has been leading future design projects such as sales promotions, vision creation and corporate development for 14 years. From 2019, she was in charge of web site operation and digital transformation projects and developing data analysis skills at the administration division. As future marketing projects, she was involved in voluntary community. She was concerned with survey of the working style and publishing. She founded Privacy by Design Lab in February 2020, and moved to R&D division for the research of data privacy and governance. Information Processing Society of Japan · PWS (Privacy Workshop) Committee, Chuo University ELSI Center Member, DSA (Data Society Alliance) member.

Panelists



Joichi Ito : Co-founder, board member of Digital Garage, President of Chiba Institute of Technology

Digital Architect, venture capitalist, entrepreneur, author, and scholar. He works to respond to complex challenges such as education, our democracy and governance, and redesigning systems of scholarship and science. He has served as Director of the Media Lab at the Massachusetts Institute of Technology (MIT) in the U.S. and as a director of Sony and The New York Times. He is a member of the board of directors of Digital Garage, Inc. He is a member of the Digital Agency's Digital Society Planning Council. He has become president of the Chiba Institute of Technology from July 2023. He is the author of many books, including "AI Driven AI de Shinka suru Jinrui no Hatarakikata" (SB Shinsho), "(Revised Edition) Kon-nichi toshiteno Technology: AI,

Cryptocurrency, Blockchain" (Kodansha Bunko). Ito is currently working on a book titled "Practice of Change" (変革論) based on his Keio University PhD dissertation with the same name.



Michiaki Matsushima : Editor-in-Chief of WIRED JAPAN

Michiaki Matsushima WIRED JAPAN's Head of Editorial Content As Editor-in-Chief of WIRED JAPAN, a media organization which implements futures. Before joining WIRED JAPAN in 2018, was Editor-in-Chief of the Editorial Department of NHK Publishing. Translator of "Novacene" (James Lovelock). Born in Tokyo and lives in Kamakura.

Digital Ethics and Public

This session, held from 17:15~17:45, addressed issues relating to **digital ethics and public**.

【English】 New Trends in Open Government Data by UNESCO (RoomA)



Overview

In this session, the moderator and the panelists discuss the utilities of Open Government Data with the background of the UNESCO publication "[Open Data for AI](#)", including the concepts of Open Government Data, Data Decision Calendar, and Guideline. The speakers presented the international trends around Open Government Data and recent new guidelines, frameworks and research projects by UNESCO which they are leading.

【English】 New Trends in Open Government Data by UNESCO (RoomA)

Presentation Slide :

[\[English\] New Trends in Open Government Data by UNESCO \(Bhanu R Neupane\)](#)

Moderator and Speaker



Bhanu R Neupane : UNESCO as an Advisor for Open Solutions and ICT and Sciences

Bhanu Neupane is trained in Hydrosystems, and Knowledge Management. Currently he serves with UNESCO as an Advisor for Open Solutions and ICT and Sciences. He has 10+ years of experience in developing, designing and implementing various Open solutions Progammes. He is proficient in various open source technologies, with some experience in developing and deploying Open Applications, NLP, and Agile methodologies. He also serves as a visiting professor and regularly teaches courses related to knowledge Management, Multi-criteria Decision-Making, Water Resources management, and Disaster Risk Reduction at Universities.

Panelist



Lampros Stergioulas : The Hague University of Applied Sciences, Professor & UNESCO Chair

Lampros Stergioulas is UNESCO Chair in "AI and Data Science for Society" and professor of Data Science at The Hague University of Applied Sciences, where he leads the Data Science research group in the Faculty of IT & Design. Previously, he has been chaired professor in Business Analytics at the University of Surrey Business School and in Computer Science at Brunel University London (Southern England). Lampros is also active for the European Commission as an expert in the fields of artificial intelligence, data science and research ethics. He also serves as an expert evaluator for various programmes sponsored by the European Union and EU Member States. Lampros studied informatics and physics in his first degree, and obtained an MSc(ENG) and a PhD in electrical engineering from the University of Liverpool, UK. He has written more than 200 scientific publications and supervised and examined many PhD theses in the fields of data science, human-centred computing, health informatics, data-driven social innovation, modelling and simulation, and intelligent systems. He has been principal investigator in more than 30 international projects, and coordinator of 4 European research projects in which he collaborated with EU and national public organizations such as the European Centre for Disease Prevention and Control (ECDC), the European Medicines Agency (EMA), the European Commission, the National Health Service (UK) as well as national and regional authorities around the world. Lampros's research interests lie in the fields of applied AI, data science and analytics, health informatics, data-driven management and innovation, system modelling and simulation as well as data ethics.



Dev NIYOGI : University of Texas at Austin, Farish Chair Professor

Dev Niyogi is the William Stamps Farish Chair Professor in the Department of Earth and Planetary Sciences, and the Department of Civil, Architectural and Environmental Engineering at The University of Texas at Austin. He was also a State Climatologist and is an Emeritus Professor at Purdue University. Professor Niyogi leads a City-Climate collaborative, where his research team seeks to develop improved understanding and solutions for cities to manage weather and climate extremes. An important feature of the work is developing climate information that is useful and usable by bridging the gap between the climate sciences and formal and informal knowledge transfer across communities and stakeholders.

Digital Ethics and Civil

This session, held from 17:57~18:10, addressed issues relating to **digital ethics and civil**.

【Video : Japanese Subtitles】 Learning Privacy-by-Design from Failure of the Water-Front Toronto Project (RoomA)



Overview

In this session, the moderator and the panelists discuss the learnings from the Sidewalk Labs case in Toronto and rethink the way to design privacy in our society. From the learning, speaker pointed the importance of city and privacy. And she spoke about the societal design with privacy.

【Video : Japanese Subtitles】 Learning Privacy-by-Design from Failure of the Water-Front Toronto Project (RoomA)

Moderator



Kohei Kurihara : President of Privacy by Design Lab

Kohei is Co-Founder of Privacy by Design Lab, a leading data privacy culture and society community. As a not-for-profit, the organization was originally established as a privacy oriented corporate structure program and policy making. We collaborate with multi-stakeholders, public affairs, government, companies and civic organizations, and international watchdogs to enhance fundamental privacy culture. He has spoken at many international conferences such as UNESCO and participated in open-source projects as a data privacy and blockchain expert. He also has extensive experience with education and non-profit organizations, and working with the secretaries of local politicians around the world creating and developing public policy.

Panelist



Dr. Ann Cavoukian: Privacy by Design Center Excellence

Dr. Ann Cavoukian is recognized as one of the world's leading privacy experts. Dr. Cavoukian served an unprecedented three terms as the Information & Privacy Commissioner of Ontario, Canada. There she created Privacy by Design, a framework that seeks to proactively embed privacy into the design specifications of information technologies, networked infrastructure and business practices, thereby achieving the strongest protection possible. In 2010, International Privacy Regulators unanimously passed a Resolution recognizing Privacy by Design as an International Standard. Since then, PbD has been translated into 40 languages! In 2018, PbD was included in a sweeping new law in the EU: the General Data Protection Regulation. Dr. Cavoukian is now the Executive Director of the Global Privacy & Security by Design Centre. She is also a Senior Fellow of the Ted Rogers Leadership Centre at Ryerson University, and a Faculty Fellow of the Center for Law, Science & Innovation at the Sandra Day O'Connor College of Law at Arizona State University.

Digital ID Experiments

In the venue, there was exhibition space for digital certification technical assessment and event participants who downloaded app and authorized, could receive the discount coupon that they can use at the restaurant nearby in this campaign.



Overview

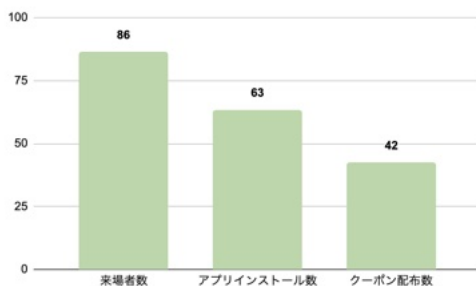
In this venue, OWND Project team executed a trial, one of the use cases of Trusted Web 2023. In this trial, event participants take experiences with the digital identity wallet.

Procedure (Left Image)

1. Event participants store “PBDC2024” in the wallet app that is aligned with standardized digital certification.
2. Event participants visit the restaurant nearby the venue and ask for scanning their own digital QR certification.
3. Restaurant staff scan the code and verify the participants.
4. Event participants receive the discount coupon if their certification has been approved.

Digital Identity Wallet’s core technology is aligned with interoperability and privacy standard, and technical standard is progressed worldwide.

Test Result



Event Participants: 86

App Installed: 63 (Staff included)

- Android: 17
- iOS: 46

Coupon Receiver:

Voice from Restaurant (Good Point)

1. Restaurant staff could scanned QR code easily
2. Event participants visited the restaurant day and night time to get the coupons and take orders.
3. Restaurants will consider joining this project again positively for their marketing effortlessly.

Inquiry

OWND Project : <https://www.ownd-project.com/>

Exhibition

At the venue, there is the art exhibitions that was created through the workshop by Musashino Art Univ, Social Creative Institution, and The Japan Research Institute, Ltd, "Future Transition Workshop — The future Privacy and □ □ —". All exhibited art contents are shown in the conference below.

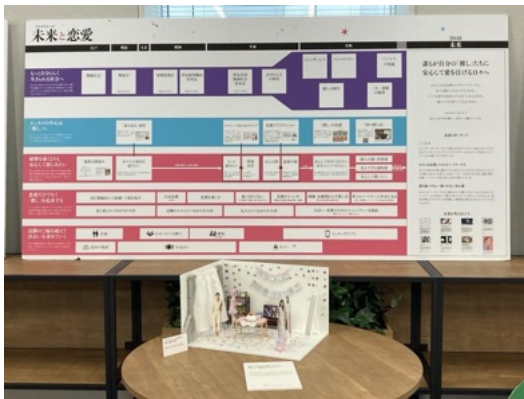


Theme

"Future Fusion" –Share all to lovers

Concept

From the transition of "Family", redesigning the human network and purposes in 2025. The meaning of family will change from the fateful to creativeness, and receive the reliefs by exposing everything from generic levels in the future. This art aimed to bring insight with the threshold and extent of privacy and thinking with visitors.



Theme

For The Days to Give Loves with Your Enthusiasts

Concept

From the transition of "Love", foreseeing the future human connection and relationships. When the society comes to respecting varieties of partnerships and enjoying their lives with safety, giving the chance to consider the format with the norm and subject of privacy.



Theme

Privacy District - The Three Divided Areas Intersection and Rule Differences

Concept

Increasing the number of restricted gated communities due to the changes of residential cost in each region. However, privacy may cause the segmentation by where they are living and what they are thinking about it. This is because of the complexities of privacy rules. And it generates natural two districts, one is the special-free zone which is relinquishing privacy, and the other is the excessive privacy

administrative area. In special-free zone, all the living share their privacy. They don't have to care about privacy and ethics for technical development. In the strict privacy area, new technology and rules come out due to the requirements.



Theme

Rashisa

Concept

New brand 「Rashisa」 enables the individual to distribute their personal identifiable information in the penetration of social networks and digital technologies. The identity becomes lost and equalized, but demonstrates the new concept “To give back our own identity”, in the modernized privacy and identity issues.

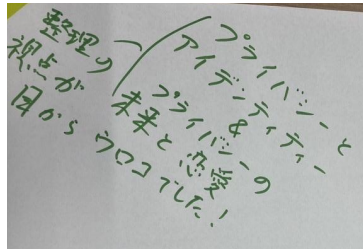
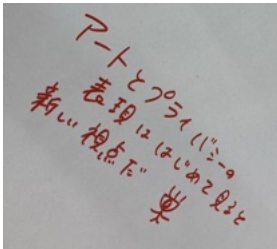


Theme

The Days with The Shame

Concept

Living in the community to respect the equivalent level of rights with humans and plants, the young continue a surveillance program to defend plants. However, his mother prefers the ID allocation and against each other. He pays attention with the motives of privacy “shame” and demonstrating future privacy issues.



Visitor's Comment

“Haven't heard about these concepts of privacy. It was the scales falling from my eyes” “Please take a session to our members” Some messages were left on the paper in the venue.

**Inquiry for the exhibition
Representative**
 wakameda.mitsuo@jri.co.jp (Wakameda)
 minami.kanon@jri.co.jp (Minami)

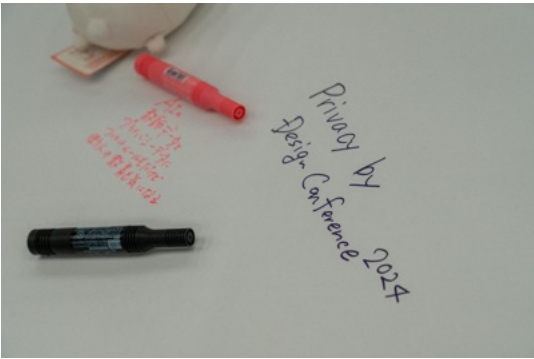
Operation and Special Gift

In the conference, we provide the paper brochure and special gift for all participants.



Electric Reception System

Event participants download event apps and identified their purchase to enter the venue at reception. It eliminated the times and costs to wait in line for the authorization. And it is easy and comfortable for all staff to use their mobile to confirm the reception.



Workshop Space

Event participants can write anything on the paper during the session at the space of the workshop. They can share their thoughts and ideas with other participants.



Special Gift

Event participants receive special gifts, a water bottle at the reception. This gift is limited for the annual Privacy by Design Conference, and this bottle is designed with our logo.

Secretariat Members



Kohei Kurihara : President of Privacy by Design Lab

Kohei is Co-Founder of Privacy by Design Lab, a leading data privacy culture and society community. As a not-for-profit, the organization was originally established as a privacy oriented corporate structure program and policy making. We collaborate with multi-stakeholders, public affairs, government, companies and civic organizations, and international watchdogs to enhance fundamental privacy culture. He has spoken at many international conferences such as UNESCO and participated in open-source projects as a data privacy and blockchain expert. He also has extensive experience with education and non-profit organizations, and working with the secretaries of local politicians around the world creating and developing public policy.



Chihiro Fujisaki : Privacy by Design Lab Managing Director

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Kazuya Abe : Privacy by Design Conference 2024 Secretariat Member
Freelance / Fintech Educational Community Co-founder

He leads the architectural and technical trials of Trusted Web, and nonprofit re-skilling web3 project "ONGAESHI" as product manager. Kazuya currently works as engineering advisor with several projects and managing data analytics infrastructure and fintech, Web3, Python, Cloud, Business development community. He also contributed to the publishing and writing of articles.

Inquiry for this Report
Privacy by Design Conference 2024 Secretariat
Email : conference2024@privacybydesign.jp