Privacy by Design Conference 2025

Conference Report

Privacy by Design Lab

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.

From Left: Mr. Leonardo, Fujisaki, Kurihara
EDPS2022@Brussels, Belgium

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 2025

At "Privacy by Design Conference 2025", we continue to discuss Internet issues that were discussed last time and enhance the goals this year toward "Sustainable Internet".

"Privacy by Design Conference 2025" covered themes related to data privacy in Asia, in addition to that, related to data protection and privacy in Europe and the United States.
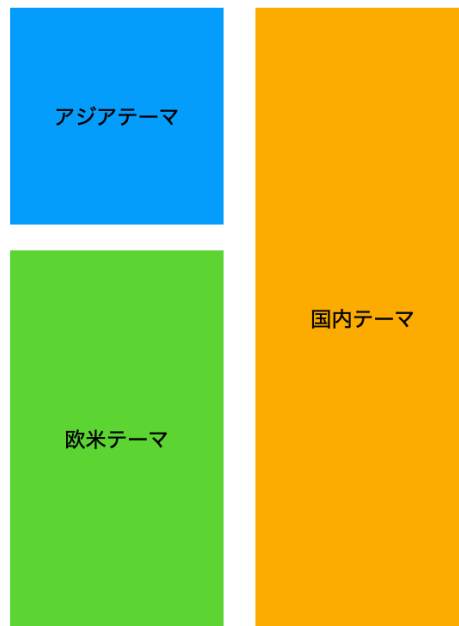
In 2025, we invited speakers from overseas to the site and held keynote speeches and sessions where they could learn about what is happening in countries around the world in real time.

Conference Overview

"Privacy by Design Conference 2025" was held on January 28th Tue below.

Name：Privacy by Design Conference 2025
Venue：Hibiya Kokusai Building Conference Square
        （Hibiyakokusai Bld.8kai, 2-2-3, Uchisaiwaicho, Chiyoda Ku, Tokyo To, 100-0011, Japan）
Date：January 28th, Tue, 2025
Start：10:00（Reception：9:30）
End：17:00（Workshop at Room D 16:00～18:45）
Ticket Site：https://conference.privacybydesign.jp/2025
Sold Ticket：6000yen Ticket   21
                5000yen Ticket   59
                5000yen Ticket   Cooperator Ticket A   1
                4000yen Ticket   Cooperator Ticket B   9
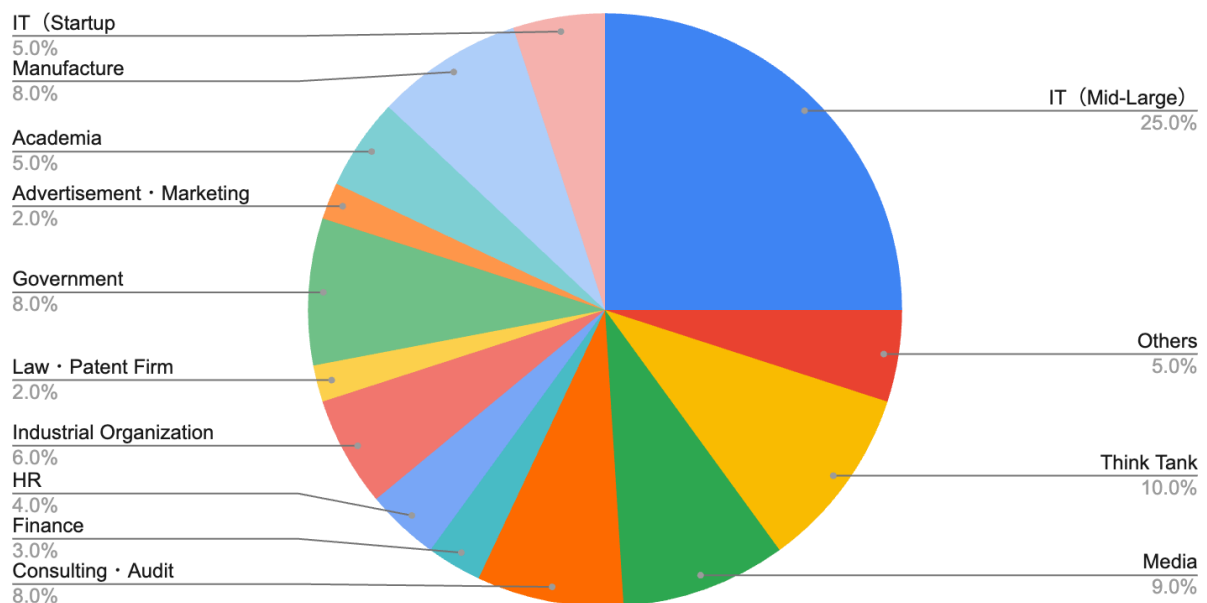   4500yen Ticket   Supporter Ticket A   15
                11000yen Ticket   1
                10000yen Ticket   1
                0yen Ticket   9（Staff and Media）
Check-in：100

Sold Ticket Demographic（Total Submission Numbers）

Venue Layout

Privacy by Design Conference 2025 was held at 8ABCD Room in Hibiya Kokusai Building Conference Square.


A sponsor booth was set up in LOUNGE North within the conference venue, and a workshop sponsored by the CoDa Project was held at Room 8D from 16:00 to 18:45.

List of Special Cooperation and Supporting Organizations

This conference was held with the support of one premium sponsor, one project project workshop sponsor, two individual sponsors, two special cooperation organizations, and 18 supporting organizations.

Sponsor

Premium   Workshop
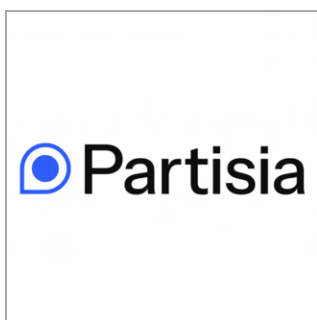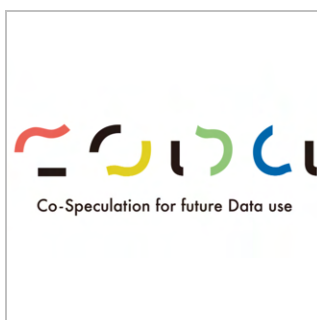

Partisia ApS   CoDa project

Individual Sponsor

Digital Myce Co., Ltd.

Anonymous

Yuo Ohno, Chief Digital Officer, Tokio Marine DR

Special Cooperating Organizations

MyDataJapan   Privacy Tech Association

Supported by These Organizations

JIPDEC

Delegation of the European Union to Japan

Royal Danish Embassy

Embassy of Canada in Japan

Japan IT Association

ITFPC

Ministry of Economy, Trade and Industry

AI Governance Association

Digital Agency

Japan Youth Council

Fintech Association of Japan

Fintech training community

Personal Information Protection Commission

Financial Data Utilizing Association

FITA

SARBLAB

JADAA

Guardtech Community

Keynote Speech

Privacy by Design Conference had 4 keynote speeches, 1 lunchtime keynote speech, and 1 message.

Privacy by Design Conference 2025's keynote speech was delivered by industry and social leaders from Taiwan, Canada, Europe, Spain, and Japan, who presented their contents on video and on-site presentations. The message from the keynote speech was shared with the participants as an important element for thinking about a "sustainable internet society."

[Recording: Japanese subtitles]

Keynote Speech ① Responsibility for a Future Sustainable Internet (Room 8D)

Keynote speakers

Cyber Ambassador, Taiwan

Audrey Tang

Profile

Audrey Tang, a TIME100 "Most Influential People in AI" honoree (2023), is Taiwan's Cyber Ambassador-at-Large and served as Taiwan's 1st digital minister and the world's 1st nonbinary cabinet minister (2016-2024). As a child, Tang practiced Taoism to moderate all strong emotions to survive a cardiac condition. After attending 10 educational institutions in 10 years, she left formal schooling to pursue self-education at age 14. In her 20s, Tang rose to prominence as a leader in free and open-source software, revitalizing the Haskell and Perl programming languages. During her 30s, Tang played a crucial role in shaping g0v (gov-zero), one of the most prominent civic tech movements worldwide. In 2014, she helped broadcast the demands of Sunflower Movement activists, and worked to resolve conflicts during a three-week occupation of Taiwan's Legislature. Tang became a reverse mentor to the minister in charge of digital participation, before holding the role in 2016. Tang helped develop participatory democracy platforms such as vTaiwan and Join, bringing civic innovation into the public sector through initiatives like the Presidential Hackathon and Ideathon. Other accomplishments for Tang include shaping Taiwan's internationally acclaimed COVID-19 response, as well as safeguarding the country's 2024 presidential and legislative elections from cyber interference.

[Recording: Japanese subtitles]

Lunch-Time Keynote Speech: Realizing the Privacy by Design in AI society (Room 8C/8D)

Keynote speakers

Executive Director, Global Privacy &Security by Design Centre

Ann Cavoukian

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.

[Recording: Japanese subtitles]

Keynote Speech ② Developing New Privacy Culture in the Age of AI (Room 8C)

Keynote speakers

European Data Protection Supervisor (EDPS) - Secretary General

Leonardo Cervera Navas

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.

Keynote Speech ③ What is the European Data Protection Authority's practice (Room 8C)

Keynote speakers

Spanish Data Protection Authority AEPD - Division Director

Luis Antonio de Salvador Carrasco

Profile

Director of Technology Innovation Division in the Spanish Data Protection Authority (AEPD), with more than 17 years of experience in data protection. Previously Manager of Audit Department of AEPD, security analyst in Spanish Institute of Strategic Surveys (IEEE), project supervisor in the Procurement Office of the Ministry of Defence (DGAM), Head of the Airborne Radar Laboratory in National Institute of Aerospace Technology (INTA), among others. PhD of Microelectronics/AI, Master of Business Administration, Master of ICT Management in Public Administrations, and Computer Master/Engineer (L7-EQF). Attended post-graduate courses in MIT, UCLA, EPFL and others, and certified Cisco-CCNA and SW Testing by British Computer Society. International experience in topics of data protection, security, and technology. Experience in the management and development of more than 20 aerospace/military projects, knowledge in technologies like artificial intelligence, biometrics, blockchain, IoT, neural data, encryption, microelectronics and others. 25 years of experience as partial-time professor. Military experience as lieutenant of the Spanish Air Force

Keynote speech ④ What should we do to realize a better Digital Society (Room 8C)

Keynote speakers

Director General at Digital Agency, Government of Japan

Masanori Kusunoki

Profile

Mr. Masanori Kusunoki has worked with notable organizations including Microsoft, Yahoo! JAPAN, and MUFG. In 2021, he transitioned to the role of Director-General at the newly established Digital Agency. His professional experience further extends to positions such as Digital Service Fellow of Tokyo, Policy Advisor for Fukuoka City, and Chairman of the domestic committee for ISO/TC307. At the Digital Agency, he has overseen initiatives related to the Social Security and Tax number law, Digital Signature law, the standardization of local government systems, and AI policy development.

Special message from the EU Minister (Room 8C)

Speaker

Minister Counsellor for Digital Economy Policy at Delegation of the European Union to Japan (Tokyo)

Peter FATELNIG

Profile

Peter Fatelnig is the Minister-Counsellor for Digital Economy Policy at the Delegation of the European Union to Japan, in Tokyo. Digital economy policy is a top-priority in EU-Japan relations. His work is instrumental in implementing the Digital Partnership Agreement and drives the conversation on key European policies such as the Digital Services Act, on AI, on data flows and cyber. He is committed to a positive European vision for a society and an economy increasingly benefiting from digital technologies. Prior to his current role, from 2018 to 2023, Peter managed the digital economy portfolio at the Delegation of the European Union to the United States , including the Trade & Technology Council. Before joining the European External Action Service, Peter was a senior manager at the European Commission where he started in 1998. Peter began his international career by working on assignments for the strategy-consulting firm American Management Systems, and for the European Space Agency, in the Netherlands. Peter holds a Master degree in Communication Engineering from the University of Technology in Graz, Austria, and is a senior member of the IEEE and alumni of the '93 class of the International Space University. He is married and has raised two daughters.

Session

Privacy by Design Conference 2025 had 11 sessions with invited speakers worldwide.

Privacy by Design Conference 2025 has invited a variety of speakers worldwide to discuss important future topics on the Internet. These messages from the sessions were shared with the participants as an important element for thinking about a "sustainable internet society."

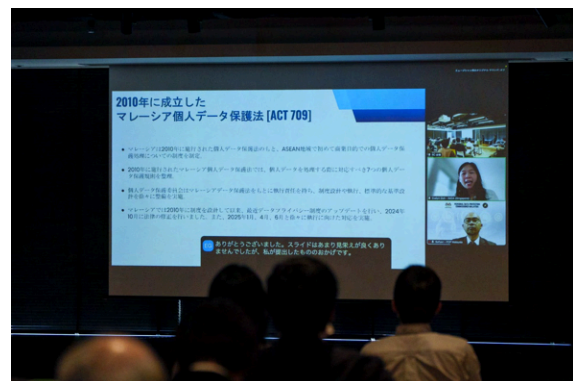# Asian Privacy Trend and Outstanding Points（Room 8C）

10:30～11:15： A session on "Asian Privacy Trend and Outstanding Points" was held at Room 8C during the time slot.

Session content

In the morning, 2 sessions were held at Room 8C. In the session on "Asian Privacy Trend and Outstanding Points" speakers from Singapore and Malaysia participated remotely to discuss trends in personal information protection laws in Asia. The moderator, Ms. Iwase from Nishimura & Asahi Law Offices, and Ms. Esaki from the Personal Information Protection Commission, Japan（PPC）. Ms. Evelyn Goh（Evelyn） from the Information and Communication Media Development Authority of the Republic of Singapore（IMDA）, and Dr. Muhammad Sufyan (Sufyan) from the Malaysia Personal Data Protection Commissioner's Office shared updates on personal information protection laws in each region and new movements regarding cross-border data transfer. At the beginning of the session, Esaki introduced herself and then introduced the efforts regarding cross-border data transfer promoted by Japanese Personal Information Protection Commission. She stated that under DFFT (Data Free Flow with Trust), the Personal Information Protection Commission is implementing three strategic initiatives, including raising awareness of DFFT, building international relationships, and understanding international trends, and is also focusing on human resource development. It introduced corporate activities focused on safe and secure cross-border data transfer. Next, Evelyn introduced the initiatives of IMDA. After explaining the overall picture of Singapore's Personal Information Protection law, she gave a presentation on legal obligations regarding cross-border data transfer. She also explained the developments in standard contract clauses, etc., not only within Singapore but throughout ASEAN. Sufyan explained the background and outline of the enactment of Malaysia's Personal Data Protection Act (PDPA) since 2010, as well as the latest amendment of the PDPA in 2024. Pointing to keep in mind when amending the main act, several subsidiary legislations were also amended and introduced. He also gave a presentation on the movement regarding cross-border data transfer in Malaysia, conditions similar as in Singapore and public consultation paper for the cross border guideline development. After each panelist's presentation, the moderator, Iwase, asked the panelists a question about the movement regarding cross-border enforcement. Evelyn introduced the movement toward enforcement within Singapore, and also mentioned the importance of data sharing between regulatory authorities in each country. Sufyan answered that the key point is how Malaysia's personal data protection law and principles are applied.. After the two panelists answered, Evelyn Goh introduced the Global CBPR Forum with slides. She gave a presentation, participating in the Forum, the content of discussions and their initiatives. The session ended with a greeting from the moderator, Iwase.

Moderator

Nishimura & Asahi
Hitomi Iwase

Hitomi is a partner at Nishimura & Asahi. She is admitted to practice in Japan and the State of New York. Her practice covers all aspects of intellectual property (IP), information technology (IT), and data privacy, and she advises both Japanese and international clients on disputes and transactions in these areas. Hitomi regularly advises clients on emerging legal issues related to the latest technologies, such as IoT and artificial intelligence (AI), as well as complex system-related transactions and disputes over such transactions. In the area of data privacy, Hitomi provides comprehensive advice on data protection and privacy compliance, including the establishment of global compliance systems and incidents such as data breaches. She has been practicing in the data privacy area for nearly 20 years since Japan's Personal Information Protection Act came into full effect.

Panelists

Assistant Commissioner Personal Data Protection Malaysia
Dr. Muhammad Sufyan

Dr. Muhammad Sufyan has been an Assistant Commissioner under the Personal Data Protection Commissioner since August 2023. He also holds the position of Head of the Monitoring Division, responsible for the enforcement activities within the office of the Personal Data Protection (PDP) Commissioner, which oversees the Investigation Section, the Complaint Section, the Cyber Incident Section, and the Registration Management Section. He has been a panel speaker at various forums for personal data protection on local and international platforms. He has been actively involved in the amendment of the Malaysia PDPA 2024 and its subsidiary regulations, circulars, standards, and guidelines. Prior joining the PDP Commissioner's Office, he has 20 years of experience in the private industry in areas related to Data Management, Cyber Security System Development and Audit Compliance through various strategic projects in the government and financial sectors.

Deputy Counselor for International Affairs at the Personal Information Protection Commission (PPC) Japan
Kanoko ESAKI
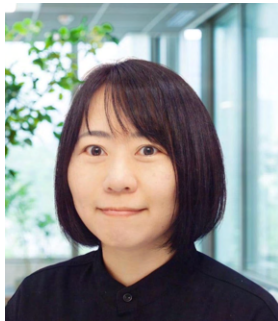
Kanoko ESAKI is a Deputy Counselor for International Affairs at the Personal Information Protection Commission (PPC) Japan. After graduating from Osaka City University (BA in Law), she joined one of the private financial institutions (bank) in Japan and first worked in foreign exchange, and later was in charge of the planning and implementation of the international banking system. In 2020, she assumed the current position in the PPC Japan. From 2020 to 2022, she was involved in matters relating to the Global Privacy Assembly and bilateral/multilateral relations. She was then transferred to the Office of Monitoring and Supervision of the PPC where she was in charge of enforcement activities. She is currently involved in affairs with the Global CBPR, the OECD, and bilateral/multilateral relations, and works on promoting the DFFT.

Infocomm Media Development Authority
Evelyn Goh

Evelyn is responsible for developing and driving IMDA's international digital engagement strategy where she is responsible for identifying opportunities for collaboration in the international arena and supporting bilateral and multilateral Government to Government relations. Evelyn also participates in fora such as the International Telecommunication Union and APEC Data Protection Subgroup meeting where she is responsible for Singapore's participation in the APEC Cross Border Privacy Rules (CBPR) and Privacy Recognition for Processors Systems. An advocate for secure and seamless cross-border data flows, she is the Deputy Chair of the Global CBPR Forum, supporting an accountability-based system to bridge different data protection regimes.

Realize the Future Citizen-Driven Data Society （Room 8D）

10:30〜11:15：A session on "Realize the Future Citizen-Driven Data Society" was held at Room 8D during the time slot.

Session content

In the morning, 2 sessions were held at Room 8D. The session on "Realize the Future Citizen-Driven Data Society" was moderated by Mr. Kurimoto from Liquitous, Inc, and panelists included Ms. Kitazaki, Musashino Art University and Mr. Manabe, the University of Tokyo, Center for Educational Research. At the beginning, Kurimoto explained the content and background of the session. First, Kitazaki gave a presentation on the details and aims of the CoDa project. She also introduced the results of the surveys we have conducted so far, projected a video of the workshop, and announced the workshop scheduled to begin in the evening. Kurimoto shared his awareness of the issues related to the activities of his company and the communication between citizens and government that he has been involved with. Manabe introduced the projects related to urban development. In addition, he gave a presentation on current urban planning trends while also explaining the history of urban planning. After the presentations from each panelist, moderator Kurimoto asked Kitazaki and Manabe about the purpose of each activity. Kitazaki talked about the difference

between a society and a community, and answered about her awareness of the issues that had been discovered through the CoDa project and the points she would like to solve. Manabe explained the purpose of citizen participation, talked about case studies, and introduced the nature of the community itself. Next, the moderator, Kurimoto, talked on the nature of administrative services and the significance of public services that he had seen through his own activities, and asked the panelists about key points to encourage them to take the initiative. Kitazaki explained the design to encourage participants to be proactively involved in the workshops held by the CoDa project. Plus, she shared the key points of the design while introducing the feedback after the workshop. Manabe answered that with the birth of the Internet, meanwhile our communication costs have mitigated and citizen participation has become more active. He also spoke about the importance of new forms of education that arise as generations change. Kitazaki introduced the relationship between independence and enjoyment, and shared the potential for design to contribute. At the end of the session, Kitazaki announced a CoDa project workshop that would be held in the evening, and the session ended with closing words from moderator ,Kurimoto.

Moderator

Professor, Musashino Art University
Masako Kitazaki

Graduated from Musashino Art University, Department of Visual Communication Design, and completed MSc. Design for Interaction, Faculty of Design Engineering, Delft University of Technology. She assumed his current position in 2019 after working as a designer and design researcher at a global manufacturer and at European universities and research institutes. Specializes in participatory design and interaction design. Leads the project "CoDa: Co-speculation for future Data use," where multi-stakeholders such as citizens, policymakers, and platform providers work together to co-create the future of personal data utilization. Concurrently serves as NHK co-creation advisor and Toyota Compound Research Institute research advisor.

Panelists
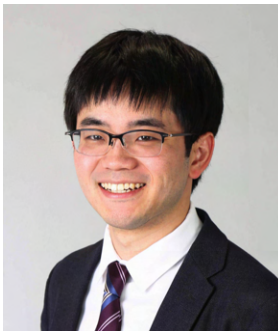
Liquitous, Inc, Representative Director and CEO
Takuyuki Kurimoto

Born in 1999 and raised in Yokohama, I became interested in civic participation through initiatives like the voting age reduction to 18. After serving as an NPO director and supporting local policies and elections, I founded Liquitous in 2020 to connect citizens and governments. Currently, I develop civic engagement platforms in cities like Kamakura and Kyoto. Recognized in "Forbes 30 Under 30 Japan 2023."

Professor and Director of the Division of Educational Digital Transformation Initiative at the Center for Research and Development of Higher Education of the University of Tokyo
Rikutaro Manabe

Professor and Director of the Division of Educational Digital Transformation Initiative at the Center for Research and Development of Higher Education of the University of Tokyo. The research focuses on the intersection of placemaking and information technology, urban planning, and citizen participation. Recent projects include developing a campus management system, facilitating community-based archiving initiatives, and exploring the use of digital signage for public engagement.

Responsible AI 〜Human Responsibility to Design Stakeholder Based Society〜（Room 8C）

11:25〜12:10： A session titled "Responsible AI 〜Human Responsibility to Design Stakeholder Based Society〜" was held at Room 8C during the time slot.

Session content

In the morning, 2 sessions were held at Room 8C. The session on "Responsible AI 〜Human Responsibility to Design Stakeholder Based Society〜?" was moderated by Mr. Shibata of FINOLAB, and the panelists were Mr. Hirayama from Japan Digital Design Inc., Ms. Sano from Hitotsubashi University Graduate School, and Mr. Ogino from Hakuhodo DY Holdings. First, Hirayama introduced himself and talked about the new trend of data scientists. After introducing himself, Sano introduced the efforts of the Hitotsubashi University Graduate School of Social and Data Science and the initiatives of ethical perspectives. Ogino introduced his past activities and shared the transition in the AI industry over the past few years. Lastly, moderator Shibata shared his career and FINOLAB. During the discussion, each panelist shared their perceptions of the challenges faced by AI. Ogino spoke about the developments since the magnitude of generative AI, the issues faced by various companies, and what can be expected to be deployed in future in accordance with the AI agents becoming normal in the business scene. Sano mentioned issues from both the development side and the user side. In particular, he emphasized the literacy of young people when using AI and the dependence on them to seek answers from AI. Hirayama delivered the current state of LLM usage within banking groups and shared the difficulty of conducting performance evaluations by relying on models provided by platformers for continuity. He also emphasized the need to consider the kind of security measures that should be taken to prevent situations in which information. That should be kept confidential, such as financial crimes, is widely shared through LLM, etc. Regarding the points that need to be considered and considered in response to issues, Ogino talked about the need to flexibly change policies due to the speed of technological development and the promotion of use among competitors. He added that timing and decision-making will be necessary. Hirayama talked about the need to consider not only measures taken by individual companies but also public-private partnerships such as industry organizations, and also mentioned improving literacy on the user side. Sano talked about the need for relearning opportunities not only for students and young people, but also for the elders. She also mentioned the need for managers themselves to understand the business impact of IT. At the end, a question from the audience asked Sano, "What kinds of things other than law and economics do you plan to incorporate into the social sciences?" Sano answered that in addition to classroom approaches such as law and economics, it would be necessary to implement initiatives (project-type training) and answered that it would be necessary to make efforts to have students learn practical value judgments in each industry through PBL exercises (project-based training), etc., in which students and companies work together to solve problems

Moderator

FINOLAB, Head of FINOLAB
Makoto Shibata

Mr. Shibata is in charge of FINOLAB community operation. In his former position at MUFG Bank, he was leading R&D initiatives in emerging technology and online/mobile financial services. He is co-founders of FINOVATORS. He holds a Bachelor of Economics from University of Tokyo and a Master of Science in Development Economics from University of Oxford.

Panelists

Japan Digital Design Co., Ltd. VP of Data Science
Motokiyo Hirayama

After working at a weather information company and a model vendor for financial institutions, joined Mitsubishi UFJ Bank. He assumed his current position after founding M-AIS, a research and development organization that utilizes AI technology. In order to realize DX of financial services, we will work to improve the quality of AI technology implementation and governance. At the Financial Data Utilization Promotion Association, he also serves as the head of the Fraud/Crime Countermeasures Working Group and as a competition committee member.

Specially Appointed Assistant Professor at the Graduate School of Social Data Science, Hitotsubashi University
Hitomi Sano

Hitomi Sano is Specially Appointed Assistant Professor at the Graduate School of Social Data Science, Hitotsubashi University. Her specialty is data engineering. She studies data science for finance and climate change. She also leads the university's initiatives collaborating with the industry to develop human resources and improve research capabilities in the area of data science. After serving as a financial IT solutions engineer at the Bank of Japan, she studied the climate change's implications for the economy as a researcher at the University of Tokyo. She has a Ph.D. in Computer Science from Ochanomizu University.

Hakuhodo DY Holdings Executive Partner
Shirabe Ogino

After developing new businesses at SONY, Shirabe Ogino made investments to Silicon Valley companies and executed IPO deals. Shirabe joined GREE, Inc., a mega mobile game company, to head the business development div. and its subsidiaries. On his 40s, Shirabe founded AI-Fintech startups to offer the True KYC/Fraud Detection system. On his 50s, he is leading GenAI Taskforces at Deloitte and Hakuhodo to proceed business development in GenAI. Harvard University M.S., Univ. of Tokyo Ph.D., and board member of Fintech Association of Japan (2016-2020)

Future AI Governance and Privacy（Room 8D）

11:25〜12:10：A session on "Future AI Governance and Privacy" was held at venue 8D.

<u>Session content</u>

In the morning, 2 sessions were held at Room 8D. The session "Future AI Governance and Privacy" was moderated by Mr. Sakuma of the AI Governance Association, and panelists included Mr. Funakoshi from the Ministry of Economy, Trade and Industry's Commerce and Information Policy Bureau, Mr. Tanaka from Recruit Co., Ltd. and Mr. Takizawa from Amazon Web Services Japan LLC. At the beginning of the session, Sakuma spoke about the activities of the AI Governance Association and gave a presentation on the relationship between AI governance and privacy protection. After each panelist shared their work by themselves, Sakuma asked Funakoshi questions about AI governance and policy trends.

Funakoshi said,"AI Guideline for Business", and also shared some points related to privacy in the guidelines. Next, Sakuma asked Tanaka and Takizawa about their practical efforts in the field. Tanaka delivered on the importance of privacy while sharing the initiatives and implementing within his company. From the perspective of a cloud service provider, Takizawa introduced the relationship between the

services provided and the AI Guideline for Business. He also mentioned privacy considerations when cloud services implement AI. Next, Sakuma asked Funakoshi how to view AI governance and privacy from a policy perspective. Funakoshi brought up items related to "privacy by design" that are mentioned in the AI Guidelines for Business, and spoke about points that AI system

providers should keep in mind. Takizawa shared the efforts that are being made to provide cloud service users with transparency. He introduced a mechanism that allows you to check the service conditions and development status in using AI models. Tanaka answered that it is necessary not only to lead the risk department, but also to involve other staff who are familiar with the law and technology work together to influence the business and product departments. Finally, Sakuma asked each panelist how they should collaborate with stakeholders in the future. Takizawa answered that it is necessary to widely share risk-related use cases in order to improve society as a whole. Tanaka mentioned security issues with generative AI, and also touched on the need for involvement

beyond current experts. Funakoshi quoted the essences of "privacy governance" and answered that in addition to legal compliance, it is also important to create a system that can consider privacy issues as a whole and to be accountable to consumers. He also added that he would like to consider policies based on discussions on both AI governance and privacy governance. Finally, the moderator, Sakuma, concluded the session by stating that it is necessary to continue expanding the opportunities for dialogue.

Moderator

Board member and secretary-general of the AI Governance Association
Hiroaki Sakuma

After working at the Ministry of Economy, Trade and Industry on initiatives such as the Digital Platform Transparency Act and other regulations related to AI and data, they joined Bain & Company to support corporate strategy development across various industries. Subsequently, they became a part of Robust Intelligence, an AI risk management startup, where they led AI governance initiatives and threat intelligence projects for major enterprises in sectors such as insurance, IT, and manufacturing until the company's acquisition. Concurrently, they served as a board member and secretary-general of the AI Governance Association, contributing to the development of the "AI Governance Action Plan" and the self-assessment tool "AI Governance Navi." They are also pursuing research on AI risk discourses from a sociological perspective at the University of Tokyo's Graduate School of Interdisciplinary Information Studies.

Panelists

Ministry of Economy, Trade and Industry, Commerce and Information Policy Bureau, Information Economy Division, Information Policy Planning and Coordination Officer
Ryo Funakoshi

Since April 2024, Director Funakoshi has been working on AI policy at the Ministry of Economy, Trade and Industry (METI). Previously, he worked as a patent examiner at the Japan Patent Office (JPO). At JPO his responsibilities also included negotiations with foreign patent offices regarding intellectual property data, conducting patent application technology trend surveys, and supporting IP strategies in startups and universities. He has experience working as an economist at the OECD, and he also worked in intellectual property operations in the medical healthcare field at Graduate school of Medicine, Osaka University.

Recruit Co., Ltd. Business Management Data & AI Governance Office Data & AI Governance System Unit VP
Mr. Takamasa Tanaka

After graduating from university, since 2008 he has been engaged in the development of Recruit's data analysis platform as a commissioned business. Joined Recruit in 2017 and was assigned to the data solutions group in the housing area. Obtained a doctorate in engineering for research on anomaly detection in behavioral logs of people considering housing. In 2019, he was appointed as a senior manager in the data platform department of Recruit Technologies. Current position since 24 years.

Amazon Web Services Japan LLC. Director of Public Sector Tech Business Unit
Yoichi Takizawa

After 20 years of experience in large scale system design and project management, carrier grade network, security, cloud service and other technology development at a major domestic system integrator, he joined AWS in 2014 as certified solution architect. After serving as Manager of Enterprise Solutions Architecture in 2015 and Senior Manager of Specialist Solutions Architecture & CSM in 2019, he became Team Lead of Public Sector Tech Business Unit in 2021, and Director of the same in 2023. He supports public customers including the Central Government Ministries and Agencies, local governments, educational institutions, and healthcare organization in their digital transformation through cloud computing. He is a member of the Information technology Promotion Agency, Japan (IPA) WG committee on Control Criteria of the Information system Security Management and Assessment Program (ISMAP), and an expert board member of Generative AI Japan. His publications include " Amazon Web Services Enterprise Deployment Guidebook."

International Multi-stakeholder Cooperation and AI Legislation（Room 8C）

12:45〜13:30：During the session, a session titled "International Multi-stakeholder Cooperation and AI Legislation"' was held at Room 8C.

<u>Session content</u>

In the afternoon, 4 sessions were held at Room 8C. The session entitled "International Multi-stakeholder Cooperation and AI Legislation" was moderated by Mr. Sanbe, Atsumi Sakai Law Office, and panelists Ms. Merve, Center for AI and Digital Policy and Ms. Harayama, Tohoku University. At the beginning of the session, the moderator and panelists introduced themselves, and the moderator, Sanbe, explained the purpose of the session. Afterwards, Merve shared the past history and future trends regarding AI policies in Europe and the United States. She also spoke about the relationship between the United States and China, and talked about European AI policy and its future impact on American companies. Next, Harayama introduced the consistency between discussions on AI policy within Japan and international discussions. In particular, she delivered on fundamental principles in AI policy and also discussed the context surrounding the published documents. Regarding the frameworks being considered, she pointed out the need for collaboration with private companies to match the speed of progressive AI development. Sanbe asked 2 panelists about the risks of AI. Merve gave an example of policy formation in the United States from the perspective of citizen and consumer protection, and introduced a comparison with policy formation in Europe. She also shared on the role of U.S. government agencies and explained how they should transparently clarify the risks associated with the development of AI. Harayama mentioned the types of risks and introduced the similarities between the Japanese way of thinking about risk and the European risk-based approach. Regarding the risk-based approach, she stated that it is necessary to continue to monitor trends and consider the necessary legal framework. She also added that attention should be paid to discussions from the perspective of national security. After that Sanbe asked what kind of cooperation is needed internationally for AI governance. Harayama responded that stronger leadership towards AI governance is needed from Japan. She mentioned that it is necessary to cooperate with countries in the Global South while making use of the Global Partnership for International Cooperation (GPAI) that OECD is taking the Secretariat role, while also touching on the linguistic differences that vary from country to country. Merve commented on the importance of international cooperation and implementation, while valuing mutual compatibility between countries and the value of basic human rights. Merve highlighted the importance of the Council of Europe AI Treaty, and noted that Japan contributed to this first international treaty on AI which centers human rights, democratic values and rule of law. She noted that it is important for Japan to sign the treaty to strengthen its commitment to AI governance and universal values.Furthermore, as a future consideration, we introduced specific movements in each country regarding how to respond to the existence of countries that do not introduce AI regulations. At the end, in response to a question from the audience, "What can we do to prevent AI from learning?" Merve mentioned regulations on data models for learning, using the US government's efforts as an example. She also said regulators need the resources to conduct investigations. Harayama answered that there is a need for a legal framework for the learning process. She emphasized the need to broadly evaluate AI use cases and expand cooperation. Finally, Sanbe concluded the session by thanking the panelists and participants.

Moderator

Partner, Attorney-at-Law, Atsumi & Sakai
Hiroyuki Sanbe

Hiroyuki Sanbe was admitted in Japan in 2003, and in New York in 2012. Since 2016, Hiroyuki has provided legal services in relation to artificial intelligence (AI) and IT so that his clients will not violate laws in Japan or foreign jurisdictions or do something that is condemned by society. At the same time, as per request from a governmental agency, company and/or university, he has periodically visited Europe, the U.S., China so as to conduct research on AI legal system and problematic cases, and to collaborate with business persons, government officials, scholars and the like in many jurisdictions. Hiroyuki was involved as a working group member when the Liberal Democratic Party prepared their "AI White Paper 2023," and he also acted as an advisor to Nikkei Newspaper's "Generative AI Consortium." He was frequently interviewed by mass media and he drafted many articles in relation to AI.

Panelists

President - Center for AI and Digital Policy ; Visiting Researcher on AI - CIT – Henkaku Center (The Center for Radical Transformation at the Chiba Institute of Technology)
Merve Hickok

Merve Hickok is the President of Center for AI & Digital Policy (CAIDP). She is a globally renowned, award-winning AI policy, ethics and governance professional. Merve testified at the US Congress, State of California, New York City and Detroit City. She provides expertise to OECD.AI, UNESCO, GPAI and the Council of Europe. Merve is currently conducting research on Japanese AI policy and governance approaches. She is an International Affairs Fellow with Hitachi and Council on Foreign Relations. She is also a Visiting Researcher on AI at CIT – Henkaku Center (The Center for Radical Transformation at the Chiba Institute of Technology) Merve Hickok is the founder of Alethicist.org. Her work focuses on impact of AI systems on individuals and society - particularly the impact on fundamental rights, democratic values, and social justice. Her contributions and perspective have been featured in The New York Times, Washington Post, Guardian, CNN, Forbes, Bloomberg, Wired, Scientific American, The Atlantic, Politico, Protocol, Vox, The Economist and MIT Technology Review. At University of Michigan, she is the data ethics lecturer at School of Information. Merve has been recognized by a number of organizations - most recently with Lifetime Achievement Award - Women in AI of the Year - 2023 , Top AI Leaders in Retail (Ethics & Compliance) - 2024 , Runner-up for Responsible AI Leader of the Year - 2022 (Women in AI) and as one of the 100 Brilliant Women in AI Ethics™ – 2021.

Professor Emeritus, Tohoku University
Yuko Harayama

Dr. Yuko Harayama holds a Ph.D. in Education and a Ph.D. in Economics both from the University of Geneva. She was Professor at the Graduate School of Engineering of Tohoku University from 2002. she successively held the positions of executive member of the Council for Science & Technology Policy (2006-2008), deputy director of the Science, Technology and Industry Bureau of the OECD (2010-2012), executive member of the Council for Science, Technology & Innovation (2013-2018) and executive director of RIKEN (2020-2022). She joined the Global Partnership on AI (GPAI) as an expert in 2020 and became Secretary General of the GPAI Tokyo Expert Support Centre in 2024. Professor Emeritus, Tohoku University.

Designing Data Free Flow Ecosystem Beyond 2030（Room 8D）

12:45〜13:30：A session entitled "Designing Data Free Flow Ecosystem Beyond 2030" was held at Room 8D during the time slot.

Session content

In the afternoon, three sessions were held at Room 8D. The session on "Designing Data Free Flow Ecosystem Beyond 2030" was moderated by Kurihara from Privacy by Design Lab, and panelists, Mr. Daiki, Information Bank Promotion Committee of the Japan Federation of IT Associations, Ms. Okuhara, the Consumer Council for Sustainability, and Suzuki from the Information and Distribution Administration Bureau of the Ministry of Internal Affairs and Communications. At the beginning, Kurihara explained the background of this session.

Afterwards, Daiki explained the activities that they had carried out so far and what they were currently considering. Daiki asked the audience to give opinions on the issues currently under consideration. Next, Suzuki shared the background of information bank policy and the initiatives being considered by the Ministry of Internal Affairs and Communications.

Okuhara gave a presentation on new trends related to certification systems for cross-border data transfers and consumer protection movements. After the presentation, Daiki once again introduced the theme that he would like to ask the other speakers and the audience. In response to a question from Daiki, Suzuki emphasized the lessons learned through the information bank initiative. He introduced the My number card system as an example and talked about the importance of balancing safety and security. Okuhara answered that it is important to think from a consumer's perspective, regardless of age. He also mentioned the problems faced by consumer organizations and discussed ideas for improvement. Learning from other panelists, Daiki shared the problems he has come to know while promoting the information bank system and what he would like to consider in the future. Following his comments, moderator Kurihara called on the audience to gather opinions and questions. A comment from the audience was, "I would be happy if there was a new certification system in the privacy field, such as ISMAP certification." Another person said, "It would be good to have a system that centrally manages the information from users(the minimum necessary information that is currently in circulation)." Finally, moderator Kurihara concluded the session by stating the necessity of exchanging opinions for the future and calling on the participants to actively participate in the discussion.

Moderator

Representative Director, Privacy by Design Lab
Kohei Kurihara

While attending university, he worked at a politician's office and joined Rakuten after graduating. Started his own business after 2 years of sales experience. We support the expansion of foreign digital services into Japan and the expansion of domestic services overseas. Since 2017, he has served as the Japan representative for the US non-profit organization Government Blockchain Association. After that, while being involved in the founding of a startup, he gained experience speaking on blockchain-related topics at UNESCO and other international conferences.

Panelists

Japan IT Association Federation Information Bank Promotion Committee Secretariat
Yasuo Daiki

He has extensive experience in system auditing and security consulting work for major systems integrators, auditing firms, IT ventures, etc. Since 2021, he has been participating in the Chubu Electric Power, Inc. Business Creation Headquarters, and is involved in the operation of the regional information bank service MINLY. He also participates in the secretariat of the Information Bank Promotion Committee of the Japan Federation of IT Organizations, and is also engaged in work to spread awareness of information trust functions. Small and Medium Business Consultant/Information Processing Security Support Specialist/IT Strategist/System Audit Engineer/Certified Information System Auditor (CISA)

Chief Researcher, Consumer Council for Sustainability (Japan Association for Promotion of Information Economy and Society) Executive Director, Certified Personal Information Protection Organization Secretariat
Sanae Okuhara

After working as a manager in various departments, including legal affairs, customer relations, and business planning, she began working for JIPDEC in 2020, where she is currently the Director of the Secretariat of an accredited personal information protection organization accredited by the Personal Information Protection Commission, and is responsible for the management of statutory duties. In the operation of the CBPR certification system, she gives lectures at seminars and writes articles on the dissemination and awareness of the system. In addition, through her activities in consumer groups for over 20 years, she has expressed her opinions on consumer issues in the information field as a member of councils, committees, and research groups of government ministries.

Ministry of Internal Affairs and Communications Information and Distribution Administration Bureau Regional Communications Promotion Division Digital Economy Promotion Office, Assistant Director
Ayana Suzuki

After working at an IT venture that operates web media, an AI startup, etc., she has been working in the public sector of a general consulting firm since 2019, where she has been engaged in smart city promotion work for local governments. From 2022, she has worked at the Cabinet Secretariat's Digital Garden City Nation Concept Realization Council Secretariat, where she is engaged in the design and execution of subsidy systems in the areas of regional revitalization and digital implementation. Current position from July 2024. Responsible for promoting the distribution and utilization of personal data in both the public and private sectors.

Sponsored Session | Designing Privacy Enhancing Technology from a Global Perspective (venue 8C)

13:40～14:25：The session "Sponsor Session | Design of Privacy Protection Technology from a Global Perspective" was held at Room 8C during the time slot.

Session content

In the afternoon,4 sessions were held at Room 8C. The session "Sponsor Session | Design of Privacy Protection Technology from a Global Perspective" was moderated by Mr. Okazaki, the Royal Danish Embassy, and the panelists Mr. Mark, Partisia ApS and Mr. Watanabe, TOPPAN Edge, Inc.. At the beginning, Okazaki introduced Watanabe and Mark and explained the purpose and content of the session. Watanabe shared his initiatives at TOPPAN Edge Inc. Mark gave a presentation about Partisia's history and current efforts related to technology and service development under Okazaki's interpretation. Mark also gave a demonstration of the ID system actually used in Denmark and introduced the services used by Danish citizens. After each panelist's presentation, moderator Okazaki asked Watanabe about the management method of the ID system currently implemented in Japan. Watanabe delivered on the movement related to the My Number service in Japan, and mentioned the importance of user-centered IDs that solve problems such as leakage of personal information and countermeasures against fraud. Okazaki asked Mark about the movement regarding ID from a global perspective. Mark touched on the widespread use of social login, but also said that the disclosure rights of data providers are important, and that new changes regarding digital IDs are occurring in Europe under the eIDAS 2.0 regulation. Next, Okazaki asked Mr. Watanabe about his expectations regarding future digital IDs. Watanabe answered, as privacy and security continue to be strengthened, there will be a need to improve

trust in finance, education, and supply chain management regarding DID. Okazaki also asked Mark about the possibility of something happening in the future of DID/VC. Mark answered that the key point would be to be able to collaborate horizontally with the DID standard systems that differ from country to country. He also mentioned the need to move towards integrated systems that leverage privacy protection techniques, rather than having different technology elements adopt data separately. There was a question from the audience: "I would like to ask Mark how privacy laws should be organized in Japan." Mark answered that a more comprehensive standard would be needed by integrating Japanese laws. In addition, he mentioned that it is necessary to organize various standards horizontally and in a way that is more mutually compatible. Moderator Okazaki asked Mark what would happen with changes to mobile wallet regulations in Europe. Mark answered that cross-border surveys and research will progress while utilizing privacy protection technology. Lastly, there was a question from the audience, "What changes will happen to data with the birth of quantum computers?" Mark answered that quantum computers will be able to perform a wide range of calculations in the next 10 to 15 years, and that it has the potential to be applied to a variety of fields. He also added that Partisia can provide a mechanism to safely operate digital ID and data sharing under quantum computing, and the session ended with a signal from the moderator.
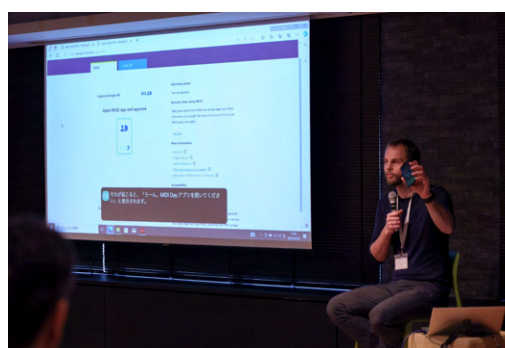
Moderator

Embassy of Denmark, Commercial Department, Senior Commercial Officer
Kazushi Okazaki

Graduated as a master's degree in business administration from SDA Bocconi, Italy. At the Danish Embassy, I am in charge of the tech industry. Prior to my assignment at the Danish Embassy, I had marketing experience with global brands such as Lego Japan, Nokia Japan, Baccarat Pacific and Coca-Cola Japan.

panelists

Partisia ApS, Chief Product Officer
Mark Medum Bundgaard

Partisia ApS -Secure data sharing without compromise - Partisia- Mark is the Chief Product Officer at Partisia, a pioneer and a world leader in commercial applications of Secure Multi-Party Computation (MPC). At Partisia we work on combining MPC with Blockchain technologies which enables corporations to be compliant with all current and new regulations, aiming to set a new standard for digital infrastructures and secure privacy- preserving data sharing, private machine learning and quantum security.

TOPPAN Edge Inc. Business Promotion Headquarters IT Innovation Headquarters
Secure ID Development Department Manager
Naotaka Watanabe

After joining the company, he engaged in the development of issuing systems for ID cards, insurance cards, etc. for 14 years. After obtaining PMP certification from PMI in the United States, he oversaw the production and promotion of ID-related services. Appointed to current position in 2024, supervising development of authentication platform

Promote the Privacy Awareness in the Digital Age（Room 8D）

13:40〜14:25：A session on "Promote the Privacy Awareness in the Digital Age" was held at Room 8D during the time slot.

Session content

In the afternoon, 3 sessions were held at Room 8D. The session on "Promote the Privacy Awareness in the Digital Age" was moderated by Fujisaki, Privacy by Design Lab, and panelists, Mr. Hayashi, Digital Agency in Japan and Mr. Taki from Money Forward, Inc. At the beginning, Fujisaki expressed her expectations for the participants as the session progressed. After each panelist introduced themselves, Hayashi raised an issue with the term "awareness-building." Regarding the theme of raising awareness, Taki talked about the importance of training and raising awareness through his experience at Money Forward. After receiving their responses, Fujisaki introduced the background behind the title and explained the importance of common language and understanding within an organization. Next, Taki explained the relationship between organizational culture and the market. We also introduced the relationship between organizational culture creation and incentives when considering services. Hayashi introduced points that should be thoroughly implemented from an administrative perspective. He mentioned digitalization and the role of government, and also spoke

about the elements that should be explored further. Moderator Fujisaki asked Hayashi what he thought about fairness. Hayashi answered that restricting something impedes fairness, so it is necessary to always be conscious of this. In addition, he also mentioned the challenges faced by the current government. Taki explained fairness by giving an example of what he considers when operating Money Forward. He also said the importance of deliberation and dialogue, and introduced the need for the ability to respond to informational heteronomy and privacy. A question from the audience that was asked by the panelists, "What should we do if the person receiving the response rebels against us when we respond?" Taki introduced the characteristics of digital services and commented

on the importance of data portability. He also mentioned the importance of increasing options and talked about the need for market competition. Hayashi explained the difficulty of building trust in an environment without competition from an administrative standpoint. Additionally, they shared the importance of sharing their own awareness throughout the organization. Finally, moderator Fujisaki concluded the session by saying that by collaborating with companies, it can increase our options.

Moderator

Managing Director, Privacy by Design Lab
Chihiro Fujisaki

In 2004, he joined a major printing company and was involved in new product development for consumer goods; in 2006, he joined the business strategy department of a regional business division, where he was responsible for employee training, sales planning, legal affairs and the Privacy Mark acquisition secretariat; in 2014, he moved to the business strategy department of a core business division, where he was responsible for formulating management visions and internal penetration, From 2021, he moved to the R&D department of the company's digital subsidiary, where he is in charge of research and strategy development related to privacy protection technology platforms, respect for avatar privacy in the metaverse and digital ID. Currently, from 2024, he is also involved in a project to develop an AI ethics policy and to build privacy governance, in parallel with business reforms, including generative AI. In addition, as a parallel career, he co-founded and serves as a board member of Privacy by Design Lab, a general incorporated association in 2020, is a member of the Privacy Workshop Committee of the Information Processing Society of Japan, and participates in other university collaboration projects to deepen understanding of data, with the aim of realising a society where each person can be respected by each other. He is involved in various project activities with the aim of realising a society where each individual is respected.

Panelists

Digital Agency Identity Architect/Identity Unit Unit Head (Others include Director of Palongo, Inc/Director of LocationMind, Inc./Researcher at KMD Research Institute, Keio University, etc.)
Tatsuya Hayashi

In 2004, he founded Lepidum, Inc, which provides information technology research and development support and consultation. Since 2009, he has been participating in standardization activities for web and Internet technology, mainly at W3C and IETF. In recent years, he has specialized in the areas of authentication/authorization technology, privacy, personal data, trust, and digital identity. In addition, he is also a director of Palongo Co., Ltd., a director of LocationMind, Inc and a researcher at Keio University's KMD Research Institute.

Money Forward, Inc. Executive Officer Group CoPA, Director of Fintech Research Institute
Toshio Taki

After graduating from the Keio University Faculty of Economics in 2004, Toshio Taki joined Nomura Securities Co., Ltd. At the Nomura Institute of Capital Markets Research, he engaged in research on household behavior, the pension system, and financial institution business models among other themes. After receiving his MBA from Stanford University and working in the planning division of Nomura Holdings, Inc., he joined in the launch of Money Forward, Inc., in 2012. He is also an expert member of the Council for Digital Administrative and Fiscal Reform (Cabinet Secretariat), expert committee member of the Council for Promotion of Regulatory Reform (Cabinet Office), a Representative Director of the Japan Association for Financial APIs, an adviser of Fintech Association of Japan, a member of the Dementia Innovation Alliance Public and Private Sector Working Group (Ministry of Economy, Trade and Industry), etc.

Secure and Safety Service Design 〜Designing with Trusted Digital ID〜（Room 8C）

14:35〜15:20：A session on "Secure and Safety Service Design 〜Designing with Trusted Digital ID〜" was held at Room 8C during the time slot.

Session content

In the afternoon, 4 sessions were held at Room 8C. The session on "Secure and Safety Service Design 〜Designing with Trusted Digital ID〜" was moderated by Mr. Sakimura, MyData Japan, and panelists, Mr. Okamoto from the Japan-Australia Cross-Border Interoperability Working Group and Ms. Katrina, Meeco. At the beginning, moderator Sakimura introduced each panelist. At first, Okamoto gave a presentation on the digital ID project that the Japan-Australia Cross-Border Interoperability Working Group. During the presentation, he introduced the social issues (language barrier, privacy awareness) associated with the increase in the number of foreigners visiting Japan, and explained that he is working on resolving cross-border issues through working groups. Next, Katrina explained the challenges faced by digital ID in cross-border projects. In particular, she mentioned whether technical interoperability is possible or not, which is an important topic, and that it is necessary to develop a standard system across countries. In addition, she emphasized the importance of transparent governance mechanisms and reliable community design. Sakimura asked Katrina what she thought about the reliability of those receiving data by using European architecture as an example. Katrina answered that reliability is very important when using credentials. They also added that while incorporating the concept of privacy by design in the identity verification process, there is no need to collect unnecessary information. Okamoto answered that he started with a small ecosystem and was able to operate it while maintaining trust, but as the number of participants increases, it is necessary to have a mechanism to ensure trust, including legislation. Next, Sakimura asked Katrina about the language barrier and whether it is possible to remove it with AI. Katrina answered that in order to realize services that transcend borders, it is necessary to search for cross-border technical solutions. She also spoke on the inability of governance to function due to language differences, and stated that it is necessary to work on mutual compatibility in complex systems such as translation. Okamoto answered that due to the middle name and cultural issues between Japan and Australia, it was necessary to incorporate the differences between the two

countries, but to be reliable in an environment where no changes were made. Katrina mentioned that in order to implement digital ID, the reliability of AI agents is important, and that a reliable translation mechanism will be a key point. There was a question from the audience: "Are there plans for the government to announce standard specifications for this project? Also, please tell me who will be the one to certify it." Katrina mentioned the OpenID Foundation's initiative called "SIDI Hub" and answered that the government is promoting a bilateral and multi-country data sharing framework. She also stated that an ID system that is different from that promoted by major technology companies will be necessary. Okamoto answered that it would be necessary for the business side and the government to work together to promote sharing of issues by working on use cases. Finally, the moderator, Sakimura, gave a greeting and ended the session.

Moderator

MyData Japan, Chairman
Natsuhiko Sakimura

Nat Sakimura is a well-known identity and privacy standardization architect at NAT Consulting and the Chairman of the Board of the OpenID Foundation and MyData Japan. Besides being an author/editor of such widely used standards as OpenID Connect, JWT (RFC7519), JWS (RFC7515), OAuth PKCE (RFC7636) ISO/IEC 29100 Privacy Framework, and ISO/IEC 29184 Online privacy notice and consent, he helps communities to organize themselves to realize the ideas around identity and privacy. As the chairman of the board of the OpenID Foundation, he streamlined the process, bolstered the IPR management, and greatly expanded the breadth of the foundation, spanning over 10 working groups whose members include large internet services, mobile operators, financial institutions, governments, etc. He is also active in public policy. He is a Digital Special Advisor to the Japanese Fair Trade Commission and serves on numerous governmental committees in Japan. He also advises the OECD's Working Party on Data Governance and Privacy in Digital Economy as a member of the Internet Technical Advisory Committee (OECD/ITAC).

Panelists

Japan-Australia Cross-Border Interoperability Working Group Members
Rintaro Okamoto

Since 2020, he has been working on use case development and business/technical verification as a project leader for business development related to digital identity. The Digital Agency's "Use Case Demonstration Project for the Realization of Trusted Web" selected ``Trust Formation Ecosystem Across Mutual Assistance Applications,'' and created a trust framework and conducted an international wallet conformance test. Since 2024, he has been working on interconnection between the two countries as a member of the Japan-Australia Cross-Border Interoperability Working Group.

Meeco, CEO and Founder
Katrina Dow

Katryna Dow is the CEO and founder of Meeco, a Privacy-by-Design enterprise platform that provides decentralised identity and verifiable credentials infrastructure to enables people to securely exchange their identity and personal data with the people and organisations they trust.   Katryna has been pioneering personal data rights since 2002, when she envisioned a time when personal sovereignty, identity and contextual privacy would be as important as being connected. Now within the context of privacy regulation, open banking, distributed ledger, cloud, AI and IoT converging, the capabilities provided by Meeco are necessary to embed trust across digital transactions. Katryna was recognised as an early Privacy-by-Design Ambassador and subsequently named one of the Top 100 Identity Influencers and speaks globally on digital rights, privacy & data innovation. Between 2020-2022 she served as a Director for the MyData Global Board with a strategic focus is on jurisdictional approaches to personal data rights and business models. In late 2020 Katryna joined Data Sovereignty Now, as Meeco's representative to advocate for standards and soft infrastructure to enable a more equitable European digital economy. She is the co-author of the blockchain identity paper 'Immutable Me' and co-author/co-architect of Meeco's distributed ledger solution and technical White Paper on Zero Knowledge Proofs for Access, Control, Delegation and Consent of Identity and Personal Data.   She was a founding member of The Council of Extended Intelligence (CXI), a joint initiative between the IEEE Standards Association and MIT Media Lab. Has served on two IEEE standards working groups; Co-Chair for the Personal Data and Privacy Committee, part of the Global Initiative for Ethical Considerations in the Design of Autonomous Systems, and Chair to scope a standard for a Personal Data Artificial Intelligence (AI) Agent.   She now splits her time between Australia, Europe and Japan where Meeco have implementations and partnerships.

Discuss Future Internet Expectation by GenZ (Room 8D)

14:35〜15:20：A session titled "Discuss Future Internet Expectation by GenZ" was held at Room 8D during the time slot.

Session content

The session on "Discuss Future Internet Expectation by GenZ" was moderated by Yuki Murohashi, Japan Youth Council, and panelists, Ms. Kanno, Lawyers and International Humanitarian Platform, Mr. Niimi, Digital Agency in Japan, and Mr. Hirose and Ms. Hideshima, the Japan Youth Council. Moderator Murohashi introduced the purpose and aim of this session and asked each panelist to introduce themselves. After introducing themselves, Murohashi asked Hideshima andHirose about the services that Generation Z are using. Hideshima and Hirose shared the services they usually use and the trends of each generation. Niimi asked Hideshima and Hirose about the risks when using the service. Hideshima and Hirose shared their past experiences with incidents and shared the value of how to be careful when using the service. Kanno asked Hideshima and Hirose about where to draw the line between wanting to create buzz, but not causing harm. Hideshima responded that it is important to use the system while being careful about political standing. Hirose introduced the difficulty of wanting to create a buzz and the risk of causing a blow up. Kanno mentioned the difficulties of handling X and the necessary considerations. Murohashi shared the difficulties of using SNS when thinking about social issues. Hideshima shared tips on how to use SNS effectively. Hirose commented on his thoughts

on criticism and how to interact with supporters. Murohashi asked Niimi about her thoughts on government bashing. Niimi responded that it is necessary to accept valid criticism. After the discussion so far, Murohashi asked Kanno a question about trends regarding regulations. Kanno introduced the background and contents of the SNS ban law enacted in Australia. They also spoke points regarding use by young people, compared them with the "Kagawa Prefecture Game Ordinance", and shared points to consider. Hideshima comments on the differences in how people think about privacy between generations, and needs to learn about SNS and digital services regardless of age. Hirose also mentioned the issue of restricting regulations. Niimi mentioned the necessity of learning from past service experiences, regardless of generation. They also answered that it is necessary to provide redress for the images that may arise due to past posts. Murohashi, asked the panelists what they thought about

bashing and the disclosure of privacy. Hideshima shared the importance of transmitting information based on the risks of posting. Hirose mentioned the problem of interpretation on SNS. Kanno explained that the privacy risks of posting on SNS are increasing. In addition, she mentioned that there is a need for a mechanism that can provide relief through institutions and systems. Murohashi introduced "the Hyogo Prefecture Gubernatorial Election" and asked Kanno questions about the election and SNS. Kanno touched on the issue of monetization through SNS, and would need to be considered in the future. Audiences asked, "Restrictions on children over the age of 16 are being discussed in the revision of the law, but what do the younger generation think?" Hideshima and Hirose responded that they had doubts about the rationality of the age criteria. They were asked, "What can Seniors do about digital issues?" and "What are the reasons for actively sharing location information?" Hirose responded that service provider responsibility is important. Hideshima replied not to be concerned about privacy as he only shares location information with close friends. There needs to be regulation of obscene content on SNS, and there was a request to create opportunities for young people's voices to be heard. Finally, each panelist gave their impressions, and the session ended.

Moderator

Representative Director of the Japan Youth Council
Yuki Murohashi

Representative director of the Japan Youth Council, which reflects the voices of young people in politics. Graduated from Keio University Faculty of Economics and dropped out of the university's Graduate School of Media and Governance. During my time at university, I launched an IT startup, worked as a reporter for BUSINESS INSIDER JAPAN, and conducted research at graduate school. My areas of expertise and interest include the policy-making process, democracy, digital government, social security, labor policy, and youth political participation. I am a member of the Ministry of Education, Culture, Sports, Science and Technology's "Committee to Review the Form of a New System of Support for Higher Education." My books include "Japan: A Society of Oppression for Children and Young People - What is Democracy that Will Change Society?"

Panelists

Lawyer/President of the International Humanitarian Platform
Shiori Kanno

Born in Sendai and raised in Tokyo, Shiori Kanno graduated from the University of Tokyo Law School and served as a public prosecutor for several years. From 2009 to 2019, she was elected to the House of Representatives and worked on constitutional, diplomatic, and human rights issues during her term of office. She is currently a lawyer, president of the International Humanitarian Platform and editor of The Tokyo Post. She is an advisor to the non-governmental organization, the "Parliamentary Association For Human Rights Diplomacy" and the Japan Coordinator of the Inter-Parliamentary Alliance on China (IPAC)

Digital Agency, Privacy Designer
Toru Niimi

After graduating from the British Columbia University in 2004, he started to work at Oracle Japan. Since 2011, he engaged the ICT Ministry in Zimbabwe as Japan Overseas Cooperation Volunteers, and was involved in the project to deliver a data protection legislation system to the African Union referred to as the European Data Protection Directive. He started to work at LINE cor after coming back to Japan and leading user protection policy such as Privacy Impact Assessment and International compliance, Transparency report. He has worked at Digital Agency since 2022.

Japan Youth Council
Yoki Hirose

Born in 2002 in Kuzuha, Hirakata City, Osaka Prefecture. Born in Osaka and raised in Kyoto, he grew up in a household that had NHK on ``Okeihan'' (Keihan Electric Railway user), and grew up watching the Kyoto Shimbun, Asahi Shimbun, NHK, and various commercial news programs. Shinichi Takeda admired announcer Shinichi Takeda and aspired to work in the television world, but eventually became interested in reporting and became a journalist.

Director of Japan Youth Council/Third year high school student
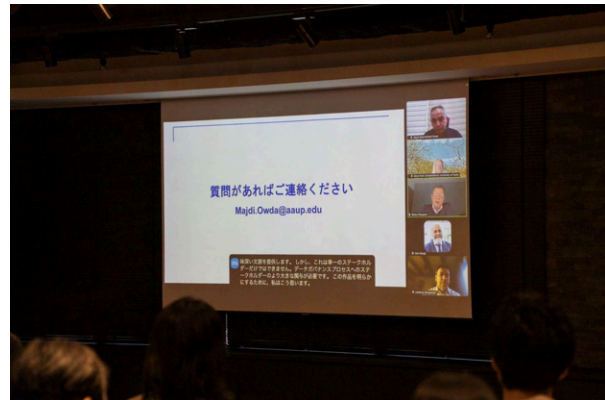**Chieko Hideshima**

3rd year student at Tokyo Metropolitan Harumi Sogo High School. Director of Japan Youth Council/Representative of SCE. He aims to become a politician in the future, and is involved in activities such as encouraging young people to participate in politics, proposing policy in the field of education, and organizing political events. Last year, he joined the Parliamentary Privacy Association and made recommendations about the usage status and harmfulness of SNS.

Why is Data Privacy the Matters in Development?（Room 8C）

16:00〜16:45：The session "Why is Data Privacy the Matters in Development?" was held at Room 8C during the time slot.

Session content

In the afternoon, 4 sessions were held at Room 8C. The session on "Why is Data Privacy the Matters in Development?" was moderated by Bhanu of UNESCO, and panelists, Ms. Dev, University of Texas at Austin, Mr. Majdi, the Arab American University, Ms. Maria, UNESCO Chair, and Mr. Lampros from The Hague University of Applied Sciences. At the beginning of the session, moderator Bhanu spoke about the background of the session, and then Maria made a presentation. Maria explained the relationship between generative AI and privacy, including what is being discussed by UNESCO. In the presentation, she mentioned the elements that should be considered from the perspective of an AI system from a social science perspective, and introduced items that should be considered from the perspective of privacy. Dev then gave a presentation on topics related to climate change and data privacy. He mentioned the importance of considering data privacy and ethical factors in advance when using open data to address environmental issues. He introduced research results on hurricanes in the United States as a reference case, and explained the need to consider countermeasures in compliance with ethical guidelines and privacy that are optimized for models and tools when adopting AI for open data use. Next, Majdi used slides to introduce the privacy risks that can occur when implementing federated machine learning. He talked about how machine learning can be implemented using local devices, and the need for privacy-protected AI learning models without transferring data to a central server. He also mentioned application examples when implementing federated machine learning, mainly in the medical and financial fields, and introduced points to be careful of in each application example. Lastly, Lampros presented a slide presentation about the necessity of international cooperation based on multi-stakeholders. He mentioned the importance of cross-national data policies based on discussions being promoted by UNESCO, and the significance of promoting multi-stakeholder policies. At the end of the presentation, he introduced ethical considerations regarding AI technology, which are covered in UNESCO recommendations. At the end of the session, moderator Bhanu introduced two points. He ended the session by noting that there are two items to consider centered on data and privacy, and stating that data privacy needs to be strengthened and cross-industry efforts are needed.

Moderator

UNESCO Senior Program Officer/Process Coordinator
World Water Assessment Program
Bhanu R. Neupane

Professional with over 26 years of experience in the fields of ICT, science, multilingual online and open solutions. Currently, he is a senior program officer for the UNESCO World Water Assessment Program. Prior to that, he served as an advisor to UNESCO. Ph.D. (Water Resources), Ph.D. (Business Administration). He is a member of several professional societies and has contributed widely to the scientific literature on topics ranging from data government and artificial intelligence to the impact of climate change on water resources.

Panelists

University of Texas at Austin, Chair Professor
Dev Niyogi

Dev Niyogi is a Professor at The University of Texas at Austin, where he holds the Farish Chair, and affiliated with Department of Earth and Planetary Sciences in the Jackson School of Geosciences, the Maseeh Department of Civil, Architectural and Environmental Engineering, and the Oden Institute of Computational Engineering and Sciences. He is also a Professor Emeritus at Purdue University and former State Climatologist for Indiana. His research focuses on urban weather and climate extremes, and co-directs an innovative UT-City Climate CoLab that develops and adapts AI/ML based tools and data products for city and community decisions.

Arab American University - Palestine, Dean of Faculty of Artificial Intelligence and Data Science, UNESCO Chair on Data Science for Sustainable Development
Dr Majdi Owda

Associate professor in Computer Science and Dean of Faculty in Data Science at the Arab American University in Palestine. In addition, he is a UNESCO Chair for Data Science for Sustainable Development. Worked as a head of the Department of Natural, Engineering, and Technology Sciences in the Faculty of Graduate Studies at Arab American University from 2020-2022. Worked in the School of Computing, Mathematics, and Digital Technology at Manchester Metropolitan University from 2009 to 2020.

UNESCO Chair in Analytics and Data Science
Maria Fasli

Prof Maria Fasli is currently the Acting Vice-Chancellor of the University of Essex and the Director of the ESRC Business and Local Government Data Research Centre (BLG DRC). Prior to this she was the Executive Dean of the Faculty of Science and Health and the founding Director of the Institute for Analytics and Data Science (IADS) (2014-19). She was the Head of the School of Computer Science and Electronic Engineering (2009-14). She obtained her BSc in Informatics from the Technological Educational Institute of Thessaloniki, Department of Informatics, Greece in 1996 and her PhD in Computer Science from the University of Essex in 2000 specialising in Artificial Intelligence.

Professor and UNESCO Chair, The Hague University of Applied Sciences
Lampros Sterdioulus

Prof. Dr. 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.

Workshop

At Room 8D, a workshop based on the CoDa Project was held after the session program ended.

At Privacy by Design Conference 2025, CoDa project hosted "Drama Workshop on Thinking about Data and Work Styles". The CoDa Project proposes a new system to address concerns about the use of personal data and the undemocratic decision-making process for technology usage scenarios.This time, they invited applicants from among the conference participants and held a theater-style workshop to think about the use of data within the company. Workshop participants used a theatrical approach to think about the use of data in business settings together with other participants.

Contact information regarding workshops

CoDa Project： https://coda-pj.org/

Sponsor Booth

A Premium Sponsor Booth was set up in the conference venue, and participants were visiting and interacting with conference participants, speakers, and other stakeholders.

Partisia, a premium sponsor, set up a booth in Lounge North at the venue, and participants, speakers, and related parties visited to spread the word about Partisia's activities. Partisia's roll-up banner was installed in the booth space, and a space was designed within the booth where people could exchange opinions with the staff. (Photo on the left) During breaks and lunch, people interested in Partisia's activities visited our booth and had Partisia staff explain their activities. They also received support from the Royal Danish Embassy, meanwhile

Minister-Counselor from the Delegation of the European Union to Japan were visiting their booth. Inside the booth, Partisia's original novelties and explanatory flyers were set up, and explanations regarding privacy protection technology and digital ID technology were provided. (Bottom left of photo) At Privacy by Design Conference 2025, we had a sponsor booth set up inside the venue for the first time, and not only the sponsors, but also the participants and stakeholders enjoyed learning about Partisia's activities. In addition to setting up a booth at the venue, our premium sponsors also held a session called ``Sponsor Session | Design of Privacy Protection Technology from a Global Perspective'' to spread awareness of their activities to a wide range of participants.

Contact information regarding premium sponsor activities

Partisia ApS： https://www.partisia.com/jp/

Post-conference survey results

Conference attendees were asked to fill out a post-event survey.

Number of survey respondents: 30 people

We asked participants and speakers about their impressions of the programs held at the conference. The first question in the survey
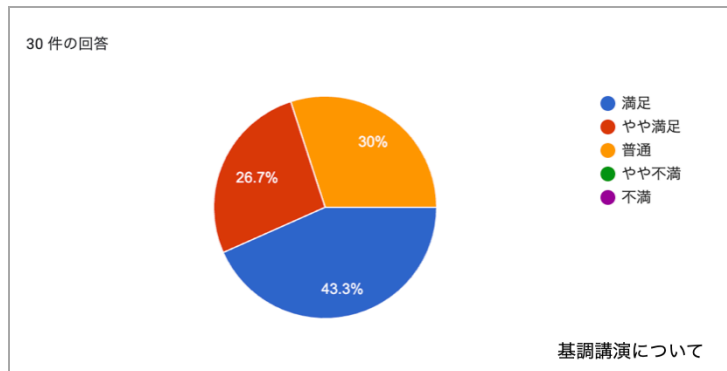

is about the keynote speech. Response items were asked on a five-point scale (satisfied, somewhat satisfied, average, somewhat dissatisfied, and dissatisfied). The results were: 43.3% (13 people) were satisfied, 26.7% (8 people) were somewhat satisfied, 30% (9 people) were fair, 0% (0 people) were somewhat dissatisfied, and 0% (0 people) were dissatisfied. Those who answered that they were satisfied also answered about the keynote speeches that left an impression on them. Popular keynote speeches included "Responsibility for a Future Sustainable Internet,"and "Realizing the Privacy by Design in AI Society" The results of a survey regarding the keynote speech showed that over 40% of respondents were satisfied with the presentation, with only a few respondents saying they were somewhat dissatisfied. After the questionnaire regarding the keynote speech, we also conducted a questionnaire regarding the panel session. Regarding

the panel session, respondents were asked to respond on a five-point scale (satisfied, somewhat satisfied, average, somewhat dissatisfied, and dissatisfied). The results were: 46.7% (14 people) were satisfied, 46.7% (14 people) were somewhat satisfied, 6.3% (2 people) were fair, 0% (0 people) were somewhat dissatisfied, and 0% (0 people) were dissatisfied. Comparing the results of the keynote speech survey, the majority of respondents were satisfied or somewhat satisfied. The sessions that were popular among those who answered that they were satisfied were "Why is Data Privacy the Matters in Development?""`Realize the Future

Citizen-Driven Data Society""Future AI Governance and Privacy" "Responsible AI 〜Human Responsibility to Design Stakeholder Based Society〜" ``What should data distribution be like after 2030?" "Promote the Privacy Awareness in the Digital Age." Among those who responded that they were somewhat satisfied, the popular sessions were "Future AI Governance and Privacy'," "Promote the Privacy Awareness in the Digital Age" and "International Multi-stakeholder Cooperation and AI Legislation" Regarding the panel session, no one was slightly dissatisfied or dissatisfied.
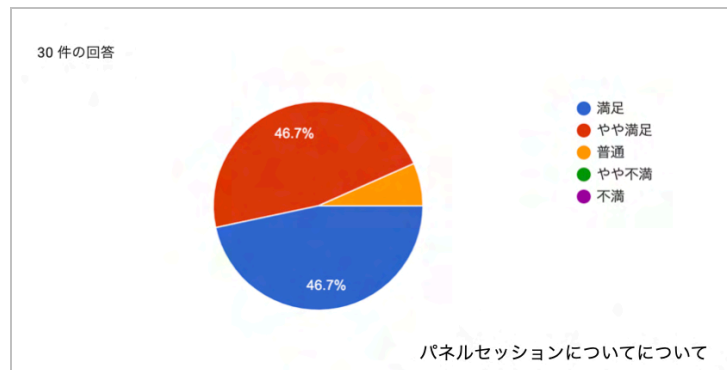
Secretariat Members
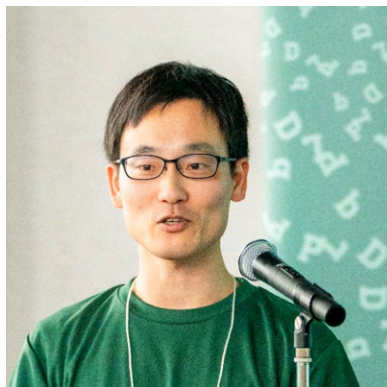
CEO, Privacy by Design Lab
Kohei Kurihara

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 policymaking. 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.

Director of Privacy by Design Lab
Chihiro Fujisaki

Joined a major printing company in 2004. After engaging in product development of packaging materials in the technology development department, from 2006 he worked in the strategy department for 14 years, promoting future design projects such as sales planning, sales promotion, vision formulation, and organizational development. Since 2019, he has been leading the company's DX projects such as website operation and PRA implementation. Deepen insight into company data through internal data analysis work as part of the administrative management department. Belongs to a volunteer community as part of future marketing activities. As a cross-company project, we will work on work style awareness surveys and publication of activities in books. In February 2020, he co-founded Privacy by Design Lab after feeling a sense of the challenge of respecting people in the digital realm. Currently transferred to the R&D department of the company he works for. Engaged in research in the data privacy field and building corporate governance. Until now. Information Processing Society of Japan/PWS (Privacy Workshop) committee member, Chuo University ELSI Center member, DSA (Data Society Promotion Council) member

Privacy by Design Conference 2024 Secretariat members
Freelance/Fintech Training Community Co-organizer
Kazuya Abe

Until last year, he was mainly active as a Web3 architecture designer and product manager in the reskilling free Web3 service "ONGAESHI" and a use case demonstration project aimed at realizing Trusted Web. Currently, he is in charge of managing data analysis platforms, while also working as a technical advisor for several companies, contributing to the management of seven communities in fields such as fintech, Web3, Python, cloud, and business creation. He also writes books and contributes to the media.