

Press Release

Telefónica hosts the 6th Conference of the Asociación Profesional Española de Privacidad

- The event focused on privacy and artificial intelligence in the regulatory, administrative and criminal domains.

Madrid, 8 February 2024. Telefónica today hosted the 6th APEP Conference at its headquarters in Madrid, organised by the Asociación Profesional Española de Privacidad and ISKIPA. Participants in the session, entitled 'Habeas Data and Artificial Intelligence', debated the scope of privacy in the regulatory, administrative and criminal domains.

Telefónica's commitment to privacy over time has been reflected in the results obtained in this area in the indexes of the most prominent market analysts, such as Ranking Digital Rights or S&P Global.

Since last December, Telefónica has positioned itself as one of the first companies to have an Artificial Intelligence Governance Framework, a governance model for AI rooted in the company's ethical principles. Those principles include corporate involvement in privacy, functional coordination, and risk orientation, a key model to support Telefónica's ongoing technological progress and its across-the-board application to the company's diverse policies and processes.

Privacy experts

The conference was attended by Marcos Judel, President of the Asociación Profesional Española de Privacidad (APEP), and Pablo de Carvajal, General Counsel of Telefónica's Board of Directors.

Also speaking on behalf of Telefónica was Juan Montero, Chief Public Policy, Competition and Regulatory Officer, for whom "the Artificial Intelligence Governance Framework will allow Telefónica to respond to both its ethical commitments in responsible technology and the international collaboration frameworks in which the company participates".

There were also two round tables focusing on the analysis of European AI regulations and on security and criminal investigation in relation to cybercrime and Artificial Intelligence. Finally, Leonardo Cervera, Secretary General at the EDPS (European Data Protection Supervisor), gave a presentation on the future of the European AI Regulation.

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