

Digital Compliance 2025 program

Registration

Section I - It cannot be done alone! - Digital Compliance: A Dialogue Between Legal, Business, and IT

Is there really a conflict between regulatory compliance, business efficiency, and innovation? We will try to find a way to comply with compliance requirements while it is also economically beneficial. Where does dialogue fit into business processes to avoid having to redesign them later for compliance?

From corporate strategy development to market entry with a new product and brand building, a key fundamental issue is the appearance of the compliance-by-design principle, meaning the integration of compliance considerations from the very first step of the planning process.

The operation and infrastructure of digitalisation and innovative technologies also pose an increasing security risk. How should data security and cybersecurity considerations be taken into account from the outset in the planning of digital projects?

Moderator: Kata Tóth, Conference project leader, Portfolio

08:50 - 09:00 Welcome, opening

Speakers:

dr. Andrea Megyeri, Head of Innovation and Content Transformation, Wolters Kluwer Hungary Kft.

Kata Tóth, Conference project leader, Portfolio

09:00 - 09:20 Corporate Case Study I: A Dialogue Between Compliance and Business Needs, Market Presence (Marketing)

Speaker:

Zoárd Gázmár, Chief Compliance Officer, OTP Bank

**09:20 - 09:40 Efficient Company Building Through the Lens of Compliance -
A Strategic Approach**

Speaker:

dr. Zoltán Varga, Executive General Manager - HR, Corporate Services, Legal & Compliance Affairs, Magyar Suzuki Zrt.

09:40 - 09:55 Managing Negative Press During Customer Due Diligence

Speaker:

Eszter Varga, Senior Solution Sales Advisor, Dun & Bradstreet

**09:55 - 10:40 Panel discussion: A Road Less Travelled? Compliance
Challenges of Digitalisation Processes - Focusing on the
Solution**

Regardless of company size and industry, digitalisation and the adoption of innovative technologies, such as artificial intelligence systems, are inevitable. But how can it be done the right way?

- Assessing and aligning digitalisation and development needs with business objectives**
- Implementing organisational changes and ensuring employee proficiency**
- Modifying business models and conducting risk assessments**
- Data security and cybersecurity**
- Out-of-the-box solutions**

Moderator: **dr. Judit Firniksz**, senior researcher, PPKE Versenyjogi Kutatóközpont, scientific advisor to Wolters Kluwer Hungary

Conversation participants:

dr. József Ferenczi-Béky, Data protection officer, regional lead privacy counsel, TESCO

dr. Gergely Nyeste, Compliance expert, Generali Biztosító

Márton Sulyok, Compliance & Legal Manager, Roche (Hungary)

dr. Csaba Vári CIPP/E, CIPM, Lawyer, Baker McKenzie

Coffee break

Section II: Is compliance worth it?! - Accessibility and Inclusive Design; Compliance Tech Tools in Digital Marketing

June 2025 will be a milestone in creating accessibility in the digital space. Accessibility in the digital economy is not just a disability issue, as businesses that do not consider inclusive design principles could lose one in every three of their customers.

What (compliance tech) tools can help with compliance in digital marketing?

What should we pay attention to when creating marketing content? What specific data management issues should we prepare for if we want to implement new elements of digital marketing in practice?

Moderator: Kata Tóth, Conference project leader, Portfolio

11:10 - 11:25 Digital Accessibility - It Is Not Only Important When It Hurts
Both EU and Hungarian regulatory environments require companies to ensure that their digital content service platforms (such as websites and mobile applications) comply with the principles of digital accessibility. What does this regulation cover, and what legal and content-related aspects must be met to ensure compliance? How should companies prepare for the compliance deadline, and what are the potential legal and financial risks of non-compliance?

Speaker:

László Palincsár, Senior Director - Customer & Growth, EY

11:25 - 11:40 Case Study: Why Is Accessibility Challenging and Why Is Inclusive Design Beneficial? Even Though the Two Are the Same

Jogtár (Hungarian Legal Database) is more than just a collection of legal regulations — it represents a dimension of access to the law itself. By embracing the challenging first steps of accessibility and opening a window to the diversity of users, the time and energy invested can yield both business and societal returns. The leader of the accessibility project will offer insights into the practical steps of implementation.

Speaker:

Szilvia Kovács-Láng, Lead Technology Project & Program Manager, Wolters Kluwer Hungary

11:40 - 12:20 Panel discussion: Let's Design for Everyone! User Experience Without Barriers...

Accessibility is a technological prerequisite of inclusive design in creating a user experience that takes into account user diversity. The better the design, the more people can use it...

Moderator: **Szilvia Kovács-Láng**, Lead Technology Project & Program Manager, Wolters Kluwer Hungary

Conversation participants:

Árpád Nagy, Lead UX Designer, Accessibility expert, OTP Bank

Ilona Ruzsinszky-Takács, Quality & EHS Senior Director, LEGO Group

Károly Szántai, Certified Professional in Web Accessibility (CPWA, CPACC, WAS), Akadálymentesweb.hu

dr. Dorottya Velegi, Acting professional leader, Hungarian Federation of the Blind and Partially Sighted - PhD student, Pázmány Péter Catholic University

12:20 - 13:00 Panel discussion: Digital marketing - What (compliance tech) tools can help ensure compliance in digital marketing?
Dark patterns, addictive elements, subscription labyrinths, influencers, avatars - what technologies and expert solutions can help ensure compliance in the face of the challenges of digital marketing?

Moderator: **dr. Izabella Szoboszlai**, digital economy lawyer, consumer protection expert

Conversation participants:

Orsolya Györke, Marketing Director, AutoWallis

dr. Gábor Keszey, lawyer, Dr. Hatházi Vera Ügyvédi Iroda

Péter Mondovics, Member of Digital Commerce Alliance of Hungary, Marketing Manager, Mastercard

György Spiegel, Marketing Director, Borsodi Sörgyár

Lunch break

Section III: Burning Compliance Issues - AI Act and Legal Tech in Internal Corporate Compliance

The AI Act has entered into force and the compliance phases have begun.

However, the end of the road is still far off, as secondary legislation and validated best practices, which would provide concrete content for the provisions of the AI Act, are still lacking. What can we do in the meantime, and how should we implement it into business operations?

Internal corporate compliance: Is there a need for technology, or is a change in mindset required? What is the role of legal requirements in the digital economy, and what tools do we need to ensure corporate compliance effectively? How can we develop user-friendly compliance tools?

Moderator: Kata Tóth, Conference project leader, Portfolio

13:50 - 14:05 AI Act: The compliance tasks are piling up!

Speaker:

Gabriella Dalos-Kovács, Group AI Officer & Strategist, Csoport Minőségirányítás és Belső szabályozási igazgatóság, 4iG Nyrt.

**14:05 - 14:45 Panel discussion: Artificial Intelligence - Are we there yet?
What to do in terms of developing organisational capabilities
while we await a better understanding of the AI Act
requirements..**

Moderator: **András Bácsfalvi**, Business Consulting, EY

Conversation participants:

dr. Virág Balogh, Regulatory CoE Lead, Magyar Telekom

József Gál, Health Systems Partner, Roche (Hungary)

Gitta Meilinger, Digital Transformation Manager, MOL

**14:45 - 15:25 Panel discussion: Legaltech in Internal Corporate Compliance
How can compliance-supporting technological solutions be
integrated into existing corporate systems and workflows?**

Moderator: **dr. Andrea Megyeri**, Head of Innovation and Content
Transformation, Wolters Kluwer Hungary Kft.

Conversation participants:

Ferenc Batonai, Group Compliance Manager, AutoWallis

dr. Tímea Csikós LL.M, Local Compliance & Data Privacy Officer, Allianz
Technology

dr. Borbála Dömötörfy, Senior Researcher, PPKE Versenyjogi Kutatóközpont

dr. Judit Pettkő-Szandtner, General Counsel, UniCredit Bank Hungary

**netPORT PUB: Let's navigate together! An
extraordinary meeting of business, technology and
law, accompanied by finger food**

NetPORT Pub gives professional networking a brand new form. Recognising that we can only navigate the sea of regulation together, we want to provide an unconventional (and hopefully tradition-setting) opportunity for direct dialogue across professional disciplines. In this way, the netPORT initiative aims to provide a port of call for professionals from a wide range of backgrounds. Taking advantage of the surroundings of Béke Hotel, the closing event will have the informal atmosphere of a harbour pub, where sailors can meet after arrival and before departure to discuss their experiences and questions over a few tasty bites.

The experts of the sessions will be waiting for participants at their regular tables to discuss the regulatory issues they are facing. Naturally, in addition to specific compliance issues, there will be a particular focus on how legal markets are being transformed by technology and technology-based regulation and what this

means for competition and competitiveness in legal services. How to use legal tech tools, manage processes and implement compliance requirements securely but efficiently, and what impact this has on the competitiveness of legal service providers in the broad sense.