
Regulation of Data and AI in Insurance: a Hong Kong and global perspective

Date: 12 August 2026 (Wednesday)

Time: 3pm – 5pm

Mode: Zoom

[Course Outline](#)

Insurance intermediaries increasingly rely on data-driven tools and digital platforms to advise clients and distribute products. In Hong Kong, the use of customer data and AI technologies is shaped by data protection laws, regulatory guidance and emerging global standards. This session explains the key legal principles governing data use and AI in insurance and how international regulatory developments may influence Hong Kong practice. It focuses on practical compliance considerations for intermediaries.

[Speaker](#)

Mr. Jeff Heasman

Jeff Heasman worked as a litigation executive and senior liability adjuster before branching out into language and psychology. Jeff holds both a bachelors and a masters of law degree, is a qualified language instructor and also a certified practitioner member of the Academy of Modern Applied Psychology as well as a member of the Association of Business Psychology.

Jeff maintains a close connection to the industry by regularly providing consultancy in areas such as law and communication and he provides consultations with individuals and teams regarding cognitive skills, such as decision-making and problem-solving.

Jeff is recognised as an expert in the field of negotiations within the insurance industry. Other areas of specialist expertise include insurance fraud, claims handling and the synergy between product design, brand promises, marketing messages and customer expectations.

Jeff is currently completing a doctoral thesis with a Swiss business school, focusing on human v automated decision-making in insurance claims and its potential impact on customer trust.