ATTENDING THIS CONFERENCE will help you reduce your legal risks and costs from failure to comply with the Protection of Privacy Act. The risks result from Israel's Information and Technology Authority's (ILITA) stronger enforcement powers and increased enforcement activity in the form of increased fines, audits, proposed data security regulation, and class actions.

09.00 Registration and Coffee

09.25 Welcome
Orly Friedman Marton, Legal Counsel & Corporate Social Responsibility Lead, Microsoft, Israel

09.30 Introduction
Stewart Dresner, Chief Executive, Privacy Laws & Business, UK

09.40 How Israel's protection of privacy regime compares with the EU's data protection law model
Dr Omer Tene, Senior Lecturer, School of Law, College of Management, Israel

Data protection on the books
► Scope and definitions
► Substantive principles
► Cross border data flows
► Individual rights

Data protection on the ground
► Enforcement
► Empirical evidence (The public sector, websites)
► The privacy profession

10.00 Replacing registration with an information management framework
Amit Ashkenazi, Head of the Legal Department, the Israeli Law, Information and Technology Authority (ILITA), Tel Aviv

► Elements of good information management according to Israeli law
► Information management as an element of accountability
► The advantages of good information management compared with ILITA's current registration system
► Timetable for change

10.40 Getting organised to comply with the new anti-spam legislation (Amendment number 40 to the Telecommunications Act)
Dan Or-Hof, Partner, Pearl Cohen Zedek Latzer, Herzliya Pituach
► Understanding the law's implications for marketing via e-mail, SMS, fax, and automatic dialling systems.
► Definition of a commercial message and rules on who you can send them to
► Court decisions on complaints against companies
► Unclear provisions and discrepancies in the law.
► How to conduct e-mail marketing to prevent spam complaints
► How to keep up to date on case law on information privacy and commercial marketing issues.

11.00 Revising the transfer abroad regulations
Amit Ashkenazi, Head of the Legal Department, the Israeli Law, Information and Technology Authority, Tel Aviv

► Overview of the current legal requirements on outsourcing and transfers of personal data from Israel
► The contract and accountability options: A comparative view of the European Union, Canadian and Asia-Pacific APEC models for regulating the transfer of personal data abroad to countries without a comparable privacy legal framework
► ILITA's proposals for changing the law on transferring personal data from Israel to other countries based on a position between the EU and the Canadian models
► Timetable for change

11.15 Discussion

11.30 Coffee Break

11.55 The challenges of outsourcing and other forms of international transfers via cloud computing
Dr Omer Tene, Senior Lecturer, School of Law, College of Management, Israel
► What is cloud computing?
► Recurring data protection issues
  • Jurisdiction and applicable law
  • Security
  • Disclosure
► Contracting in the cloud

12.15 Cloud computing: Challenges and opportunities
Mike Hintze, Associate General Counsel, Microsoft, USA

12.30 Discussion
12.45 Employee issues: Workplace IT use and privacy policy – Planning and results
Gil Granot-Mayer, General Counsel, Yeda Research and Development Co., (Technology Transfer from the Weizmann Institute of Science), Rehovot
▶ Commercial rationale for YEDA’s combined Workplace Technological Tools Usage and Privacy Policy and its role in protecting YEDA’s intellectual property assets
▶ Defining the scope of the policy
▶ Winning employees’ acceptance of the policy and securing their written agreement to comply with these terms
▶ Data retention policy and the need to preserve evidence
   • Responding to requests for discovery in the context of civil litigation, most often under US E-Discovery requests
   • Responding to requests for information in the context of enquiries regarding employment issues, such as harassment
   • Responding to requests for information in the context of criminal law enquiries from the police or national security agencies
▶ Updating the policy in the light of experience
13.05 The role of Israel’s National Labor Court in resolving cases involving the protection of privacy in the workplace
Judge Stephen J. Adler, President, National Labor Court, Jerusalem
13.35 Discussion
13.45 Lunch
14.45 Enforcing the privacy law
Mili Bach, Head of the Enforcement and Investigations Department, ILITA, Tel Aviv
▶ ILITA’s informal guidance
▶ ILITA’s civil and criminal investigation powers
▶ Sanctions now and in the future
15.05 Discussion on enforcing privacy law in Israel

Simultaneous English-Hebrew and Hebrew-English interpretation will be available.

In just one day, you will learn from Israel’s privacy regulators about your legal duties under Israel’s Protection of Privacy Act and how the law is changing, how it is interpreted by the President of the National Labour Court, discuss your issues with specialist lawyers, benchmark your practices against those of in-house counsel from Israel and abroad, and gain the skills to enable you to prepare your own compliance action plan.

Future Privacy Officers Network Events
Portugal Roundtable – November 24th/25th 2010, Lisbon, Portugal
Briefing: Magda Cocco, Partner, Vieira de Almeida & Associados
Roundtable: Dr. Luís da Silveira, Chair, Comissão Nacional de Protecção de Dados

UK Information Commissioner Roundtable – 27th January 2011, London, UK
A members-only discussion in the morning, and Christopher Graham, the Information Commissioner, will discuss our questions during the afternoon.
Host: Latham & Watkins, London

Lawyers Briefing & Commissioner's Roundtable – April 5th/6th 2011, Paris, France
Briefing & Host: Bird & Bird, Paris; Roundtable Host: Total, Paris

Membership Fee
Includes 3 meetings
£1,500 +17.5% VAT

Detailed programmes at: www.privacylaws.com/epon
About **Privacy Laws & Business**

*Privacy Laws & Business* has been providing data protection newsletters, conferences, advice and consultancy, privacy laws audits, and in-house training for over 23 years. The *Privacy Laws & Business* team works in a co-operative spirit with Privacy Commissioners worldwide and privacy policy staff in international organisations.

*Privacy Laws & Business* client companies include the UK Top Ten, 8 of the Global Top 10 and 7 of Europe’s Top 10 in the *Financial Times* lists; 10 of the US Top 20 in the *Fortune* list; and 70% of the top 20 law firms in London and UK Legal 500 lists.

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### Registration Form

#### October 25th 2010, Tel Aviv, Israel

- [ ] I wish to attend this meeting **£500**
- [ ] I am a Privacy Officers Network member (fee paid)
- [ ] National DP Authorities and other regulators **£200**
- [ ] Conference report and slides for non-participants (participants will receive report and slides) **£100**

#### November 24/25th 2010, Lisbon, Portugal

- [ ] I wish to attend this meeting **£675 +17.5% VAT**
- [ ] I am a Privacy Officers Network member (fee paid)
- [ ] **Annual Privacy Officers Network Membership**
  - 3 meetings/documents within a year **£1,500 +17.5% VAT**

Other membership options: www.privacylaws.com/epon

#### Personal Data

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### Payment Options

Please note that to secure your registration, you must either make your payment or send a *purchase order* before the meeting. Until we receive either, your registration is not guaranteed.

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Expiry Date: 
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**Total (inc VAT):** £ 
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**Signature:** 
- **Date:** 
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