



Conference Themes

- Identifying privacy hurdles and defining a strategy to overcome them
- Informing your customers and prospects about what your cookies are doing
- Mining social media for job applicant and employee data
- Creative approaches to privacy training
- Managing the Binding Corporate Rules DPA approvals process
- Interoperability between Europe, the Americas and the Asia-Pacific regions
- Impact of European Court of Justice decisions at the national level
- Dealing with requests for personal data by foreign regulators and courts
- Planning ahead for data breaches and minimising the damage
- The EU Data Protection draft Regulation

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From 14 Countries**



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"An excellent conference with high quality speakers, good coverage of current data protection issues."

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ERNST & YOUNG**

Overcoming Privacy Hurdles

25TH ANNUAL INTERNATIONAL
Conference

July 2nd-4th 2012, Fitzwilliam College, Cambridge, UK

21 CONTINUING PROFESSIONAL DEVELOPMENT HOURS

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FINAL PROGRAMME



12 reasons to justify your conference fee

1. Make personal contact with privacy regulators and decision-makers from many countries
2. Gain tools to do your job better
3. Attend sessions on your most pressing privacy problems
4. Learn from models of company good practice
5. Discuss your own issues with lawyers from many countries
6. Find out the strengths and weaknesses of your policies
7. Learn what does/does not work
8. Reduce your risk by making assessments of grey areas
9. Look ahead: understand privacy trends which impact everyone
10. Plan ahead for data breaches
11. Exchange experience by networking with your peers
12. Increase your Return on Investment by getting privacy right

40+ SPEAKERS FROM 14 COUNTRIES IN 3 DAYS

The *Privacy Laws & Business* 25th Annual International Conference features more than 40 speakers from 14 countries over 3 intensive days. Almost half of these speakers are giving a presentation at this event for the first time.

At the world's longest running independent international privacy event you are sure to gain professionally by networking with your peers. Many of the speakers attend the entire conference, providing you with an ideal opportunity to have direct contact with the key decision-makers and privacy managers of some of the world's most iconic companies, leaders in their sectors. Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.

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Sponsorship opportunities are available for lunches, dinners, other social events and documentation packs.

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25TH ANNUAL INTERNATIONAL Conference

July 2nd-4th 2012, Fitzwilliam College, Cambridge, UK

Overcoming Privacy Hurdles

UNLIKE THE OLYMPICS, everyone's hurdles are slightly different. Yesterday's hurdles are different from today's. But to overcome them with success and add value to your organisation requires a clear view of not only the immediate obstacles but also the track ahead.

You need to get organised. Attending this conference will enable you do so. This conference will give you the vision, the tools and the contacts to do the job. You will be empowered to reduce the risks to your reputation and to take the necessary steps to avoid the prospect of facing Data Protection Authority and court sanctions.

If you get your privacy policies and practices right first time, you should avoid damaging attention not only from the traditional media but also instant viral campaigns via social media.

This conference will give you the tools and contacts to help overcome *your* privacy hurdles.

Speakers & Chairs

Regulators/Government

Professor Danilo Doneda, Ministry of Justice, Brazil
Brent Homan, the Office of the Privacy Commissioner, Canada
Isabelle Falque-Pierrotin, CNIL, (DP Authority), France
Florence Raynal, CNIL (DP Authority), France
Dr. Alexander Dix, Berlin Commissioner for DP and FoI
Laura Corrado, European Commission, Brussels
Giovanni Buttarelli, the Office of the European Data Protection Supervisor, Brussels
Dr. Wojciech Wiewiórowski, GIODO (DPA), Poland
Geraldine Dersley, Information Commissioner's Office, UK
David Smith, Information Commissioner's Office, UK
Graham Smith, Information Commissioner's Office, UK
John Bowman, Ministry of Justice, UK

Organisations

Ruth Daniels, Ancestry.com, UK
Emmanuelle Bartoli, Atos, France
Vivienne Artz, Citi, UK
Helen Gourdin, Diageo, UK
John Atkins, First Data, USA
Mathew Norris, Hiscox, UK
Terence Eden, InMobi, UK
Malene Grønvald, Novo Nordisk, Denmark
Clara Westbrook, Richemont International, UK
Karl O'Connor, Sanmina-SCI, Ireland
Stephen Deadman, Vodafone Group, UK
Janine McKelvey, Warner Bros., UK

Law Firms

Nigel Parker, Allen & Overy, UK
Kim Phan, Arnall Golden Gregory, USA
Javier Fernández-Samaniego, Bird & Bird, Spain
Hazel Grant, Bristows, London
Mark Watts, Bristows, London
Sian Rudgard, Field Fisher Waterhouse, UK
Peter McLaughlin, Foley & Lardner, USA
Daniele Vecchi, Gianni, Origone, Grippo, Cappelli, Italy
Richard Cumbley, Linklaters, UK
Julian Cunningham-Day, Linklaters, UK
Tanguy Van Overstraeten, Linklaters, Belgium
Karin Retzer, Morrison & Foerster, Brussels
Dr. Jürgen Hartung, Oppenhoff & Partner, Cologne, Germany
James Mullock, Osborne Clarke, UK
Michael Hopp, Plesner, Denmark
William Long, Sidley Austin, UK
Scott Singer, SNR Denton, UK
Pamela Stein, Webber Wentzel, South Africa

Consultants/Academics

Dr. Omer Tene, Rapporteur to the OECD Privacy Guidelines Review, Israel
Michael D. Birnhack, Tel Aviv University, Israel and University of London, UK
Dr. David H. Flaherty, Privacy and Information Policy Consultant, Canada

Privacy Laws & Business

Stewart Dresner, UK
Laura Linkomies, UK
Stuart Lynch, UK
Valerie Taylor, UK



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WOLTER WEFERS BETTINK, HOUTHOFF BURUMA, NETHERLANDS

"Definitely the best conference on privacy and data protection."

MARY LIDDELL, BRUNEL UNIVERSITY, UK

"The place where the leaders of the world's privacy meet once a year."

CHRISTOPHER REES, TAYLOR WESSING, UK

"I believe it's a great forum to learn about privacy and the status of this right in the region."

SIGRID ARZT, COMMISSIONER, IFAI, (DP AUTHORITY) MEXICO

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TANGUY VAN OVERSTRAETEN, LINKLATERS, BRUSSELS

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- Marks & Spencer
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- Motorola
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Contact the *Privacy Laws & Business* team with questions such as the current status of data protection legislation worldwide, and sources for specific issues and texts.

Report Index

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PRIVACY INCIDENTS can leave organisations in breach of the law and can even result in criminal liability for senior management and employees. Bad publicity can seriously damage your organisation's brand and inevitably its bottom line.

Can your organisation really afford not to understand its legal requirements? Consumers are becoming increasingly aware of their privacy rights and are willing to exercise them against organisations that fail to safeguard their personal data properly.

Privacy Laws & Business has been providing data protection publications, conferences, advice and consultancy since 1987. It has become the comprehensive information source for privacy and data protection managers and lawyers.

Through a mixture of corporate case studies, legal analysis and advice, the *Privacy Laws & Business* reports:

- ▶ Show you where organisations have gone wrong, and how to go about correcting any problems
- ▶ Help your organisation benchmark its compliance practices and discover new ways of improving your procedures
- ▶ Provide you with expert comment from leading privacy consultants, managers, lawyers, and regulators.

Breaking news and developments are gathered together in one valuable resource, leaving you free to improve compliance, boost customer trust, and protect your organisation's reputation.

Editor:

Laura Linkomies laura.linkomies@privacylaws.com

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Overcoming Privacy Hurdles

**25TH ANNUAL INTERNATIONAL
Conference**
July 2nd-4th 2012, Fitzwilliam College, Cambridge, UK

PRE-CONFERENCE – SUNDAY JULY 1ST, 2012

16.30-17.30 Registration in the Auditorium Foyer

18.30 Drinks (ALL WELCOME BUT PRE-BOOKING REQUESTED)

19.30 Dinner (LIMITED NUMBERS, PRE-BOOKING REQUIRED)

DAY 1 – MONDAY JULY 2ND, 2012

07.30-08.45 Breakfast in The Hall

08.00-17.30 Registration in the Auditorium Foyer

09.00 Chairman's introduction: Overcoming Privacy Hurdles

- ▶ Identifying privacy hurdles
- ▶ Defining a strategy to overcome them

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

09.20 En route to a gold-plated privacy strategy for a luxury brands group

- ▶ What is Richemont?
- ▶ The positioning of the privacy function within the group
- ▶ Balancing developing a privacy strategy with daily fire fighting from 19 companies worldwide
- ▶ Working towards a consistent privacy approach across different companies and functions
- ▶ Next steps in the global privacy strategy development

Clara Westbrook, Senior Data Protection Counsel, Intellectual Property Department, Richemont International, London

09.55 Questions and Answers

SOCIAL PROGRAMME

Sunday July 1st

Drinks: 18.30. (ALL WELCOME, PRE-BOOKING REQUESTED)

Dinner: 19.30 In The Hall. (PRE-BOOKED ONLY)

Monday July 2nd

Cambridge Walk: 17.50 Guided walk around Cambridge. No booking needed.

Drinks: 18.45 on the Grove lawn.

PL&B Conference Choir and Dinner: 19.30 in the the Hall.

Comedy: 21.00 in the Auditorium *Now that's what I call Barbershopera!*

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Tuesday July 3rd

Punting on the River Cam: 17.50 10 minute walk to chauffered punting.

Drinks: 18.45 on the Grove lawn.

Dinner: 19.30 In The Hall including a limerick competition to celebrate the coincidence of Edward Lear and Charles Dickens' 200th birthdays, and PL&B's 25th Anniversary!

10.10 Privacy implications of future technologies

- ▶ Continuous loss of control,
- ▶ Changing privacy perceptions,
- ▶ Privacy paradox
- ▶ Conflicts of privacy with other rights and interests, such as a free press or national security

Michael D. Birnhack Professor of Law, Tel Aviv University, Israel and
Visiting Associate Fellow, Institute of Advanced Legal Studies, University of London

10.45 Questions and Answers

11.00 Coffee SPONSORED BY SNR DENTON (WWW.SNRDENTON.COM)

Walk the line: Informing your customers enough about what your cookies are doing with their data while seeking to satisfy the law

11.20 Online behavioural advertising and cookies: International comparisons on implementation

- ▶ An update on latest developments in the EU, and how to comply with the newly-implemented e-Privacy Directive
- ▶ How companies can take practical action to ensure compliance across different jurisdictions

Chair: *Dr. David H. Flaherty*, Consultant, former Information and Privacy Commissioner, British Columbia, Canada , Canada
Karin Retzer, Advocate, Morrison & Foerster, Brussels, Belgium
Brent Homan, Director General, PIPEDA (private sector) Investigations, the Office of the Privacy Commissioner, Canada

11.50 Discussion on how your organisation is implementing the cookie rules and their impact on visitors to your website

Track 1: Creative approaches to privacy training

Chair: *Stuart Lynch*, Consultant, *Privacy Laws & Business*, UK

12.05 How Warner Bros gives privacy training a Hollywood makeover

- ▶ Why Warner Bros decided to target training at employees
- ▶ How the novel campaign originated
- ▶ What was included in the training campaign
- ▶ The training campaign's impact
- ▶ Lessons learnt and future training plans

Janine McKelvey, Vice President, Legal & Business Affairs, Europe, Warner Bros. Entertainment, UK

12.35 Discussion on how your organisation is implementing its training programmes

Track 2: Impact of European Court of Justice decisions at the national level

Chair: *Dr. Alexander Dix*, Berlin Commissioner for DP and FoI

12.05 Successfully persuading the European Court of Justice to secure legitimate interests as a basis for processing at EU and national levels

- ▶ The case involving the National Association of Financial Institutions, Spain
- ▶ Implications for Spain and other countries
- ▶ Difficulties caused by the lack of harmonisation among Member States

Javier Fernández-Samaniego, Advocate and Partner, Bird & Bird, Spain

12.35 Questions and Answers

13.00 Lunch

14.00 Global marketing governance: How Diageo values privacy

- ▶ Diageo's 14 strategic brands: Guinness, Smirnoff, Johnnie Walker, Baileys et al
- ▶ Diageo's digital code
- ▶ The opportunities of social media
- ▶ Managing marketing in 180 markets worldwide
- ▶ Emerging issues radar
- ▶ Staying alive to new privacy issues

Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK
Helen Gourdin, Senior Counsel, Corporate and Global Functions, Diageo, London, UK

14.30 Questions and Answers

14.45 Employers strike gold and legal barriers mining social media for job applicant and employee data

Chair: *Richard Cumbley*, Partner, Linklaters, UK
Kim Phan, Attorney at Law, Arnall Golden Gregory, Washington DC, USA; *Julian Cunningham-Day*, Partner, Linklaters, London, UK

15.15 Discussion on how your organisation is handling mining social media for job applicant and employee data

15.30 Tea SPONSORED BY SNR DENTON (WWW.SNRDENTON.COM)

Track 1: Company and private mobile devices

Chair: *Dr. Omer Tene*, School of Law, Management College, Israel

16.00 Company and private mobile devices at work: Balancing employer control and employee rights

- ▶ The role of mobile devices at the work place
- ▶ Different rules for devices provided by employers and private devices used by employees at work
- ▶ Employers rights to data stored on such private devices (e.g. if they need information for litigation)
- ▶ Employee monitoring
- ▶ Legal requirements if employees use private devices instead of employer devices

Dr. Jürgen Hartung, Partner, Oppenhoff & Partner, Cologne, Germany

16.20 Challenges and solutions in rolling out a Bring Your Own Device (BYOD) policy

- ▶ Monitoring
- ▶ Consent
- ▶ Security issues

James Mullock, Partner, Head of Technology Law (Bristol), Osborne Clarke, UK

Ruth Daniels, VP Legal International and Head of Global Privacy, Ancestry.com, UK

16.40 A discussion on tackling this hurdle

17.30 Close

18.45 Drinks SPONSORED BY LINKLATERS (WWW.LINKLATERS.COM)

21.00 Musical comedy show *Now that's what I call Barbershopera!* (WWW.BARBERSHOPERA.COM)

Track 2: Brazil and Italy

Chair: *Laura Linkomies*, Editor, *Privacy Laws & Business Reports*, UK

16.00 Developing Brazil's privacy law on the basis of consumer protection law

- ▶ The basis of Brazil's legal provisions on privacy
- ▶ The creation and development of Habeas Data
- ▶ Development of credit bureaus and the rise of data protection regulation
- ▶ Consumer protection and personal data regulation in Brazil
- ▶ The Brazilian draft data protection bill

Prof. Danilo Doneda, Coordinator of Supervision and Control Department, Consumer Defence and Protection, Secretariat of Economic Law, Ministry of Justice, Brasília

16.45 Italy's privacy law changes to reflect EU norms but important differences remain

- ▶ Revisions to the Privacy Code
- ▶ Communication of data between companies
- ▶ Use of telephone subscriber data for direct mail
- ▶ Security provisions and breaches
- ▶ Financial and prison sanctions

Daniele Vecchi, Partner, Gianni, Origone, Grippo, Cappelli & Partners, Italy

Questions and Answers for both sessions

17.50 Guided walk around Cambridge

19.30 PL&B Conference Choir and Dinner in The Hall

DAY 2 – TUESDAY JULY 3RD, 2012

07.30-08.45 Breakfast in The Hall

08.30-17.30 Registration in the Auditorium Foyer

09.00 Introduction to Interoperability between Europe, the Americas and the Asia-Pacific regions

Dr. Omer Tene, Rapporteur to the OECD Privacy Guidelines Review and Senior Lecturer, School of Law, Management College, Israel

09.05 Introduction to deploying mobile apps: Playing by which rules?

William Long, Counsel, Sidley Austin, London, UK

Track 1: Interoperability between different regions

Chair: *Dr. Omer Tene*, School of Law, Management College, Israel

9.10 Interoperability between Europe, the Americas and the Asia-Pacific regions

- ▶ The influential OECD Privacy Guidelines and accountability
- ▶ Overcoming differences between the regional systems
- ▶ A new principle relating to individuals as producers of data and stewards of the data of their 'friends'

Dr. Omer Tene, Rapporteur, to the OECD Privacy Guidelines Review and Senior Lecturer, School of Law, Management College, Israel

Dr. Alexander Dix, Berlin Commissioner for DP and FoI, Germany

Florence Raynal, Head, European and International Affairs, CNIL (Data Protection Authority) France

Brent Homan, Director General, PIPEDA (private sector) Investigations, the Office of the Privacy Commissioner, Canada

Dr. Wojciech Wiewiorowski, Inspector General, GODO (Data Protection Authority), Poland and Member, Council of Europe Consultative Committee

10.10 Discussion: How realistic is Interoperability?

Track 2: Deploying mobile apps

Chair: *Dr. David H. Flaherty*, Consultant, former Information and Privacy Commissioner, British Columbia, Canada

09.10 Mobile apps: Playing by which rules?

- ▶ Apps may be seen by consumers as positive but they raise increasingly important privacy concerns
- ▶ App producers sell the users' data to advertisers and market research companies
- ▶ Terms and conditions
- ▶ Apps which track the users' locations by GPS
- ▶ Apps which allow the app creator to see the users' web browsing history

William Long, Counsel, Sidley Austin, London, UK

Stephen Deadman, Group Privacy Officer and Head of Legal, Vodafone Group, UK

Terence Eden, Developer Community Manager, InMobi, UK

Dr. David H. Flaherty, Consultant, former Information and Privacy Commissioner, British Columbia, Canada will also be playing the role of a 'privacy regulator'

10.10 Discussion: Playing by which rules?

Track 1: Binding Corporate Rules

Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

11.10 Making BCRs an increasingly practical option

Geraldine Dersley, Solicitor, Head of Legal Profession, Information Commissioner's Office, UK

First Data's BCR experience across the EU

John Atkins, Associate General Counsel, First Data, USA;
Scott Singer, Partner, SNR Denton, London

How Novo Nordisk navigated the first Danish led BCR to include all its personal, including sensitive, data

Malene Grønvald, Associate General Counsel, Novo Nordisk, Denmark; *Sian Rudgard*, Director, Field Fisher Waterhouse, UK

Why Belgium is now a practical jurisdiction for a BCR application. BCRs in France, Germany and Poland

Tanguy Van Overstraeten, Partner, Linklaters, Brussels, Belgium

BCR experience in Italy

Daniele Vecchi, Partner, Gianni, Origone, Grippo, Cappelli & Partners, Italy

12.40 Discussion: BCRs an increasingly practical option?

13.00 Lunch

Track 1: The transparency challenge for commercial business

Chair: *Dr. David H. Flaherty*, Consultant, former Information and Privacy Commissioner, British Columbia, Canada

14.00 Meeting the open data challenge – a threat to confidentiality or a business opportunity?

- ▶ The transparency agenda – UK and international
- ▶ Open data and the Information Commissioner's new anonymisation code
- ▶ Is this any of my business?

Graham Smith, Deputy Information Commissioner (Freedom of Information), UK

14.30 Questions and Answers

14.45 Re-use of public sector information in the commercial market

Dr. Wojciech Wiewiorowski, Inspector General, GIODO (Data Protection Authority), Poland

15.15 Questions and Answers

15.30 Tea SPONSORED BY SNR DENTON (WWW.SNRDENTON.COM)

Track 1: South Africa

Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

16.00 Preparing for South Africa's EU style privacy law

Pamela Stein, Partner, Webber Wentzel, Johannesburg, South Africa

16.45 The US Patriot Act: Distinguishing Fact and Fiction about the scope of the law and its impact on companies outside the US

Chair: *Valerie Taylor*, Consultant, *Privacy Laws & Business*, UK

Peter McLaughlin, Senior Counsel, Foley & Lardner LLP, USA

17.15 Questions and Answers

17.30 Close

18.45 Drinks on The Grove lawn

Track 2: Cloud computing

Chair: *Mark Watts*, Partner, Bristows, London

11.10 Negotiating cloud contracts while keeping your feet on the ground

- ▶ Chairman's introduction – covering the key issues in negotiated cloud contracts, referring to research conducted by Queen Mary University of London, on the topics that are negotiated in cloud deals
- ▶ Brief introduction from a cloud provider on the key commercial, technical and legal issues driving their cloud contracts
- ▶ Negotiation scenario between a cloud provider and customer

▶ Questions for customers and areas for negotiation
Hazel Grant, Partner, Bristows, London

Mark Watts, Partner, Bristows, London

Emmanuelle Bartoli, Chief Legal Counsel Data Protection and Security, Group Legal Department, Atos, France

Karl O'Connor, Legal Counsel, Sanmina-SCI, Ireland

12.40 Discussion: Negotiating cloud contracts

Track 2: Conflict of jurisdictions

Chair: *Dr. Omer Tene*, School of Law, Management College, Israel

14.00 Avoiding pitfalls when dealing with requests for personal data made by foreign regulators, courts and law enforcement authorities

- ▶ Stages of requests for information
- ▶ An investigation, a Regulator's informal enquiries, followed by exercising rights of access under subpoena, eventually becoming litigious.
- ▶ When you can share the data, and what steps you would need to go through to legitimise the transfer
- ▶ The current position and the position under the EU draft Regulation where different

Vivienne Artz, Managing Director, Head of IP and Technology Legal (International) Citi, London and *Nigel Parker*, Senior Associate, Allen & Overy, London, UK

Dr. Alexander Dix, Berlin Commissioner for DP and Fol and Chair, the EU Art. 29 Data Protection Working Party sub-group on Cross-Border Litigation, Germany

15.10 Questions and Answers

Track 2: Privacy and the Media

Chair: *David Smith*, Deputy Information Commissioner, UK

16.00 How online interaction with their audience is changing the media's relationship with privacy

James Leaton Gray, Head, Information Policy & Compliance, BBC, UK

17.50 Punting

19.30 Dinner in The Hall with limerick competition

DAY 3 – WEDNESDAY JULY 4TH, 2012

07.30-08.45 Breakfast in The Hall

08.30-13.00 Registration in the Auditorium Foyer

Track 1: EU Data Protection Regulation

Chair: *Stuart Lynch*, Consultant, *Privacy Laws & Business*, UK

09.00 Introduction to The EU Data Protection draft Regulation

Laura Corrado, Deputy Head of Unit, Data Protection Unit, DG Justice, European Commission, Brussels, Belgium

09.30 Questions and Answers

Track 2: Data breach

Chair: *Laura Linkomies*, Editor, *Privacy Laws & Business Reports*, UK

09.00 Introduction: Regulatory risks in current laws and the EU DP Regulation to extend notification to all sectors

Stewart Dresner, Chief Executive, *Privacy Laws & Business*, UK

09.05 Planning ahead for data breaches and minimising the damage

- ▶ Data breaches as operational risks
- ▶ Typical insurable data risks
- ▶ Incidents when claims have been paid/not paid
- ▶ Claim patterns in different countries
- ▶ Learning lessons from experience

Matthew Norris, Global Head of Technology, Hiscox, London, UK

09.30 Questions and Answers

Status report on the EU Data Protection draft Regulation – and influencing the result

Dialogue with the Data Protection Authorities Part 1

Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

09.45 Perspectives from France

Isabelle Falque-Pierrotin, President, CNIL, (Data Protection Authority), France

10.15 The ICO's perspectives from the United Kingdom

David Smith, Deputy Information Commissioner (Data Protection), UK

10.45 Discussion

11.00 Coffee

Privacy Laws & Business Recruitment Service

Privacy Laws & Business specialises in placing skilled data protection and privacy staff in permanent or contract positions, including short-term projects. We can recruit for all types of vacancies ranging from global, Europe, Middle East & Africa and UK roles.

Having established a leading presence in the data protection and privacy recruitment market, we offer an unrivalled service to our clients. *Privacy Laws & Business* has become market leader because unlike other recruitment agencies, we understand data protection and privacy.

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Dialogue with the Data Protection Authorities Part 2

11.20 Moving my digital identity: Pros and cons of profiling and data portability rules in the new EU Data Protection Framework

Chair: *Valerie Taylor*, Consultant, *Privacy Laws & Business*, UK

Dr. Wojciech Wiewiórowski, Inspector General, GODO (Data Protection Authority), Poland

Priorities for the Governments

11.50 Perspectives from Copenhagen and achievements during Denmark's EU Presidency

Michael Hopp, Attorney and Partner, *Plesner*, Copenhagen, Denmark

12.15 The UK government's perspectives

John Bowman, Head of EU and International Data Protection Policy, Lead Negotiator for the Ministry of Justice, United Kingdom

12.40 Discussion

13.00 Lunch

14.00 Dialogue with the European Commission and the Office of the European Data Protection Supervisor with comments on each issue from the audience

Examples of issues to be covered:

- ▶ The future competence of a DPA on the territory of its own Member State (art. 51, 1);
- ▶ The processing of data within more establishments
- ▶ The main establishment in the EU of the same controller (art. 51, 2)
- ▶ The way in which DPAs should be obliged to co-operate by providing each other with mutual assistance and joining combined operations (art. 56)
- ▶ The way in which DPAs should refrain from adopting in isolation measures which are intended to produce legal effects in more than one country (art. 58), and therefore need of an agreement with the successor of Article 29 WP (the European Data Protection Board)
- ▶ The way in which DPAs are subject to certain Commission powers/ measures which have been deeply criticised (art. 59-63)
- ▶ The practical consequences of all this for controllers and data subjects from various perspectives (complaints, investigations, authorizations, etc.)

Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*, UK

Laura Corrado, Deputy Head of Unit, Data Protection Unit, DG Justice, European Commission, Brussels, Belgium with comments on each issue from the audience

Giovanni Buttarelli, Assistant Supervisor, the Office of the European Data Protection Supervisor (EDPS), Brussels, Belgium

16.00 Close and Tea

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Sessions by Theme at a Glance

This guide shows sessions dealing wholly or partially with each listed theme. Please note that some sessions appear under more than one heading.

Sessions with regulators and policy makers

Mon 11.20 Walk the line: Online behavioural advertising and cookies: International comparisons on implementation

Mon 12.05 Successfully persuading the European Court of Justice to secure legitimate interests as a basis for processing at EU and national levels

Mon 16.00 Developing Brazil's privacy law on the basis of consumer protection law

Tue 09.10 Interoperability between Europe, the Americas and the Asia-Pacific region

Tue 14.00 Meeting the open data challenge – a threat to confidentiality or a business opportunity?

Tue 14.00 Avoiding pitfalls when dealing with requests for personal data made by foreign regulators, courts and law enforcement authorities

Tue 14.30 Re-use of public sector information in the commercial market

Wed 09.00 Introduction to the EU DP draft Regulation

Wed 09.45 The EU Data Protection draft Regulation: Perspectives from France and the ICO, the UK, and Poland

Wed 11.50 The EU Data Protection draft Regulation: Perspectives from Copenhagen and achievements during Denmark's EU Presidency

Wed 12.15 The EU Data Protection draft Regulation: The UK government's perspectives

Wed 14.00 The EU Data Protection draft Regulation: Dialogue with the European Commission

Wed 15.00 The EU Data Protection draft Regulation: Dialogue with the Office of the European Data Protection Supervisor

Privacy and data protection laws worldwide

Mon 12.05 Successfully persuading the European Court of Justice to secure legitimate interests at EU and national levels

Mon 16.00 Developing Brazil's privacy law on the basis of consumer protection law

Mon 16.45 Italy's privacy law changes to reflect EU norms but important differences remain

Tue 09.10 Interoperability between Europe, the Americas and the Asia-Pacific region

Tue 11.10 Making Binding Corporate Rules an increasingly practical option

Tue 16.00 Preparing for South Africa's EU style law

Tues 16.45 The US Patriot Act: Distinguishing Fact and Fiction about the scope of the law and its impact on companies outside the US

Data protection management

Mon 09.20 En route to a gold-plated privacy strategy for a luxury brands group

Mon 10.10 Privacy implications of future technologies

Mon 11.20 Walk the line: Online behavioural advertising and cookies: International comparisons on implementation

Mon 12.05 How Warner Bros gives privacy training a Hollywood makeover

Mon 14.00 Global marketing governance: How Diageo values privacy

Mon 14.45 Employers strike gold and legal barriers mining social media for job applicant and employee data

Mon 16.00 Company and private mobile devices at work: Balancing employer control and employee rights

Mon 16.20 Challenges and solutions in rolling out a Bring Your Own Device policy

Tues 09.10 Deploying mobile apps: Playing by which rules?

Tue 11.10 Negotiating cloud contracts while keeping your feet on the ground

Tue 14.00 Avoiding pitfalls when dealing with requests for personal data made by foreign regulators, courts and law enforcement authorities

Tue 14.00 Meeting the open data challenge – a threat to confidentiality or a business opportunity?

Tue 14.30 Re-use of public sector information in the commercial market

Wed 09.00 Planning ahead for data breaches and minimising the damage

Lawyers' Briefing & Roundtable with the Agencia, Spain's Data Protection Authority

Madrid, Spain, November 13th/14th, 2012

Briefing Host:



Roundtable Host:

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