

"The Data Protection
Conference of the Year"
Over 50 speakers
from 9 countries

Making Privacy a Business Asset: Strengthening Trust, Loyalty and Return on Investment

18th year as Europe's leading international data
protection and freedom of information event

Privacy Laws & Business client companies include:
9 of the UK Top 10, 8 of the Global Top 10 and
6 of Europe's Top 10 in the *Financial Times* lists;
and 7 of the US *Fortune 500* Top 10.

Related Events
European Privacy Officers
Network: July 7th
Children's Privacy Protection
Network: July 11th

"Lively, informative, fun but
above all invaluable for any
data protection professional"

LISA BANYARD,
PRICEWATERHOUSECOOPERS



WHO SHOULD ATTEND

- ▶ Data Protection Managers & Staff
- ▶ Chief Privacy Officers
- ▶ Freedom of Information Managers
- ▶ Advisers & Trainers
- ▶ Company Secretaries
- ▶ Lawyers & Consultants
- ▶ Information Systems, Data
Security & Database Managers
- ▶ Auditors
- ▶ Marketing Managers
- ▶ Human Resources Managers
- ▶ Chief Operations Officers

18TH ANNUAL INTERNATIONAL Conference

July 4th-6th 2005, St. John's College, Cambridge, UK

Register for this event and get more information
at www.privacylaws.com

CONFERENCE PROGRAMME

21 CONTINUING PROFESSIONAL DEVELOPMENT HOURS



A HISTORIC LOCATION

St. John's College, founded in the 16th century, is a beautiful conference location which combines modern conference facilities with the best of old Cambridge atmosphere. It provides a professionally equipped lecture theatre and first-rate cuisine in the medieval dining hall. The college has quiet gardens and a tranquil setting by the River Cam.

THE ESSENTIAL EVENT

Speakers from Europe, North America, India, Japan and Australia over three days include:

- ▶ Data Protection Regulators
- ▶ Data Protection Policy Makers
- ▶ Data Controllers
- ▶ Lawyers
- ▶ Consultants
- ▶ Academics
- ▶ Not for Profit Organisations
- ▶ Software Providers
- ▶ *Privacy Laws & Business*

Over half of the speakers are giving a presentation at a *Privacy Laws & Business* conference for the first time.

You are sure to gain professionally both by attending this conference and networking with your peers and the conference speakers. Scan the horizon for new privacy issues and enjoy the unique summer school atmosphere.

For a virtual tour of St. John's College, including pictures of the School of Pythagoras, the oldest university building in Cambridge still in active use and the venue for the International Association of Privacy Professionals' Certified Information Privacy Professional examination, visit their website at www.joh.cam.ac.uk

18TH ANNUAL INTERNATIONAL Conference

July 4th-6th 2005, St. John's College, Cambridge, UK

BY ATTENDING THIS CONFERENCE, you will learn how to make privacy a business asset. You will hear from world class speakers how to use privacy to enhance your organisation's reputation and strengthen trust, loyalty and return on investment. You will learn from models of excellence from around the world how to sustain privacy as part of your core business operations. Themes will include:

- ▶ Making privacy a business asset; avoiding brand damage and ID theft
- ▶ How leading companies integrate privacy into their business strategies
- ▶ Managing DP budgets for optimum results
- ▶ Designing effective training programmes
- ▶ Return on investment on DP projects; and minimising data law breaches
- ▶ Privacy Impact Assessments, Identity Cards and medical records
- ▶ Technological solutions to aid privacy/data protection compliance
- ▶ Privacy values and legal precedents in the management of personal data
- ▶ Marketing: data collection, short/layered privacy notices, customer loyalty
- ▶ Building privacy into the implementation of CRM systems
- ▶ Privacy in the workplace, E-mail and internet monitoring
- ▶ Freedom of Information Act and its impact on business information
- ▶ Transfers of personal data outside the European Economic Area
- ▶ Business process outsourcing and the impact of the US Patriot Act
- ▶ The changing regulatory landscape in Europe, North America and Asia
- ▶ Managing potentially privacy intrusive technologies

Speakers & Chairs by Category

Data Protection Regulators/Policy Makers

Richard Thomas, UK
Francis Aldhouse, UK
David Smith, UK
Paul Boyle, UK
Clarisse Girot, France
Jan Willem Broekema, Netherlands

Data Controllers

Amanda Chandler, Vodafone
Catherine Schalk, PeopleSoft, USA
Scott Shipman, eBay, USA
Kathryn Matley, Association of Greater Manchester Authorities
Bojana Bellamy, Accenture
Paul Allin, Office for National Statistics
Chris Russell, Office for National Statistics
Jeroen Terstegge, Philips International
Trevor Chew, HBOS, UK
Sandra Cavill, Environment Agency
Cindy Paul, AXA Sun Life
Sue Gold, Walt Disney Company
Geraldine Henbest, Ernst & Young
Peter Fleischer, Microsoft, France
Yoshiyaki Mikami, Sony, Tokyo
Guy Marong, Sony Europe, Belgium
Chris Gavin, Oracle
Kristy Edwards, Oracle, USA

Lawyers

John Angel, Information Tribunal
Marcus Turle, Field Fisher Waterhouse, London
Nicholas Graham, Denton Wilde Sapte, London
Paavan Duggal, Cyberlaws.net, Delhi
Pascale Gelly, Avocat à la Cour, Paris
Eduardo Ustaran, Field Fisher Waterhouse, London

EXHIBITION SPACE

Limited space is available in the conference centre for companies wishing to demonstrate their privacy law related products and services. This conference provides an ideal opportunity for you to have direct contact with key decision makers at Europe's largest international data protection event. For further information, please see our website at www.privacylaws.com/conferences.annual.html

David Case, White & Case, Tokyo
Dr Mark Watts, Bristows, London
Dr Myles Jelf, Bristows, London

Consultants

Lilly Taranto, Marketing Improvement
Tim Trent, Marketing Improvement
Naomi Powell, Privacy In Practice
Julie Burcham, AMTEC Consulting
Theresa Pa, Accenture

Academics

James Michael, Institute of Advanced Legal Studies, University of London and University of Cape Town, South Africa
Professor Charles Raab, University of Edinburgh
Professor Graham Greenleaf, University of New South Wales, Australia

Not For Profit Organisations

Nick Stace, Which?
Dr Ken Walton, Harrow NHS
Primary Care Trust
Peter Kosmala, International Association of Privacy Professionals, USA

Software Providers

Brendon Lynch, Microsoft, USA
Dan Swartwood, Hewlett Packard, USA
Mark Hughes, Watchfire
Ian Black, Aungate

Privacy Laws & Business

Stewart Dresner
Valerie Taylor
Eugene Oscapella
Stuart Lynch
Dr Hayden Kendler

"It is the data protection conference of the year – this year and every year I have been."

SUZANNE RODWAY, LINKLATERS

"As always an excellent event. The quality of speakers is far above any similar event."

STUART CASHMORE, MCKESSON

"Your event is the only conference we attend as we have to be very selective, so as not to waste our time and training budget."

STUART HARVEY, ROYAL MAIL GROUP

"Excellent content and discussion, excellent organisation, excellent location & facilities."

KEVIN LEVITT, EDS

"An excellent conference – the best of all conferences I have attended. This is a real source of learning. Serious issues discussed in depth – excellent standard!"

CINDY PAUL, AXA SUN LIFE

"Excellent, good content, good speakers and fantastic surroundings"

BARRY MCKEEVER, ATRADIUS

Previous conference participants include:

- Abbey
- American Express
- AT&T
- AXA PPP
- Barclays
- Boots
- British Airways
- British Gas
- British Petroleum
- British Telecom
- Citibank
- Dun & Bradstreet
- Experian
- Federal Express
- Ford Credit
- General Motors
- GlaxoSmithKline
- HBOS
- Herbert Smith
- Hoechst
- HSBC
- IBM
- JPMorgan Chase
- KPMG
- Linklaters
- Marks & Spencer
- Microsoft
- Motorola
- Nationwide BS
- Oracle
- PwC
- Prudential
- Reuters
- Royal Bank of Scotland
- Royal & Sun Alliance
- Shell
- Privacy Regulators
- DP Authorities
- European Union
- OECD
- Charities
- Government Agencies
- Local Authorities
- Police
- Universities

Register for this event and get more information at www.privacylaws.com
PUBLICATIONS • CONFERENCES • CONSULTING • RECRUITMENT • TRAINING • COMPLIANCE AUDITS

DIARY DATE: PL&B 19TH INTERNATIONAL CONFERENCE JULY 3RD-5TH 2006

DAY 1 – MONDAY JULY 4TH, 2005

08.30-18.00 Registration in the Fisher Building

09.30-10.00 Pre-Conference Demonstration

Watchfire: Online risk management software

Mark Hughes, Managing Director, Watchfire, UK

10.05 Chairman's introduction: Making Privacy a Business Asset:
Strengthening Trust, Loyalty and Return on Investment

Stewart Dresner, Chief Executive, Privacy Laws & Business

10.20 How Vodafone uses software to carry out a privacy audit of its website
and how that is integrated into its compliance programme

Amanda Chandler, Data Protection Manager, Vodafone, UK

11.05 Coffee

11.20 Knowledge is Power – accessing official information and protecting the personal

Richard Thomas, Information Commissioner, Wilmslow, UK

12.20 Providing sensitive business information to regulators accessible to the public
under the Freedom of Information Act: Managing the risk

Marcus Turle, Solicitor, Field Fisher Waterhouse, London

13.00 Lunch in The Hall

14.00 Inside PeopleSoft's Privacy Driven Machine

Catherine Schalk, PeopleSoft EMEA Sales Operations; Lilly Taranto and Tim Trent, Consultants, Marketing Improvement

14.40 Making privacy a business asset by integrating it into eBay's business practices

Scott Shipman, Chief Privacy Counsel, eBay, San Jose, California

Mergers and Acquisitions

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

15.20 How to incorporate data protection law into due
diligence required for mergers and acquisitions

Nicholas Graham, Partner, Denton Wilde Sapte, London

15.50 Tea

United Kingdom

16.15 The Information Tribunal
and its new procedures

Chair: *Valerie Taylor, Consultant, Privacy Laws & Business*
John Angel, Chair, Information Tribunal

16.45 Review of the first six months of the
Freedom of Information Act and the
Environmental Information Regulations

Chair: *James Michael, Senior Research Fellow, Institute of Advanced
Legal Studies, London University and University of Cape Town*

*Paul Boyle, Head of Policy, Information Rights Division,
Department for Constitutional Affairs, UK*

Nick Stace, Campaigns Director, Which? (Consumers' Association), UK

*Kathryn Matley, Joint Advisor, Association
of Greater Manchester Authorities, Manchester, UK*

18.00 Close

Training

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

15.20 Keeping data protection simple (and interesting!)

Naomi Powell, Consultant, Privacy In Practice, UK

Identity theft; brand damage; India

Chair: *Eugene Oscapella, Associate, Privacy Laws & Business*

16.15 Tackling the theft of personal data via
bogus websites and identity theft

Brendon Lynch, Senior Privacy Strategist, Microsoft, Redmond, USA

17.10 Outsourcing to India: Prospects for a
new data protection and related laws

*Paavan Duggal, Advocate, Supreme Court of India, Head,
Paavan Duggal Associates and President, Cyberlaws.net*

18.15 Guided Walks

18.45 Drinks SPONSORED BY DLA PIPER RUDNICK GRAY CARY

19.30 Dinner in The Hall

DAY 2 – TUESDAY JULY 5TH, 2005

07.30-08.45 Breakfast in The Buttery

08.30-17.30 Registration in the Fisher Building

08.30-08.55 Pre-Conference Demonstration

How technology and privacy best practice helped Hewlett Packard achieve the TRUSTe/Ponemon Institute 'Most Trusted Company for Privacy' award for 2004

Danielle Davenport, Director, Hewlett Packard, California, USA

09.00 Improving co-operation between industry and regulators to strengthen privacy

Peter Fleischer, Director of Regulatory Affairs, Microsoft EMEA, Paris

International

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

09.45 New direction for France's Data Protection law and its Data Protection Commission

Clarisse Giroit, Senior Legal Advisor, CNIL, Paris

10.30 When to use the European Commission or the ICC model contracts or Binding Corporate Rules for international transfers of personal data

Pascale Gelly, Avocat à la Cour, Paris

11.00 Coffee

International

Chair: *Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture*

11.30 Binding Corporate Rules: The best adequate safeguards

Francis Aldhouse, Deputy Commissioner, Information Commissioner's Office, UK

12.00 Impact of the US Patriot Act on managing personal data in a multinational corporation

Eugene Oscapella, Associate, Privacy Laws & Business, Ottawa

12.30 Panel Discussion: International transfers from the European Economic Area. Your optimum strategy – challenges and potential conflicts with foreign laws

Clarisse Giroit, Pascale Gelly, Francis Aldhouse, Eugene Oscapella and Jan Willem Broekema

13.00 Lunch

Privacy impact assessments and auditing

Chair: *Dr Hayden Kendler, Principal Auditor, Privacy Laws & Business*

14.00 Netherlands leads Europe with first privacy audit accreditation scheme: How does it work? Would it work in other countries?

Jan Willem Broekema, Commissioner and Vice-President, Data Protection Commission, The Netherlands

14.45 How Philips uses a Privacy Impact Assessment as a building block for the privacy compliance of its global IT systems

Jeroen Terstegge, Corporate Privacy Officer, Philips International, The Netherlands

15.30 Tea

Data sharing and Identity Cards

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

09.45 The privacy risks of sharing public sector information

Charles Raab, Professor of Government, University of Edinburgh, UK

10.15 How would a UK National Population Register and Identity Cards balance efficiency and privacy?

Paul Allin, Project Manager, Citizens' Information Project, and Chris Russell, Data Protection Officer, Office for National Statistics, UK

10.45 Panel Discussion

Charles Raab, Paul Allin and Chris Russell

Electronic medical records

Chair: *Charles Raab, Professor of Government, University of Edinburgh*

11.30 Sharing patient data to promote better health care: How data sharing currently works in the UK's National Health Service (NHS)

Stuart Lynch, Consultant, Privacy Laws & Business

11.45 The privacy challenges of designing and managing electronic medical records

Theresa Pa, Manager, Global Architecture Core Technologies, Security, Data Protection, Accenture, London

12.15 Comments

Dr Ken Walton, General Practitioner, Caldicott Guardian, and Chair, Professional Executive Committee, Harrow NHS Primary Care Trust

12.25 Panel Discussion

Stuart Lynch, Theresa Pa and Dr Ken Walton

Internet/E-mail monitoring

Chair: *David Smith, Head of Enforcement, Information Commissioner's Office, UK*

14.00 Information Commissioner's Employment Practices Data Protection Code

David Smith, Information Commissioner's Office, UK

14.10 Building data protection safeguards into Internet/E-mail monitoring policies using the Information Commissioner's Impact Assessment Method

Sandra Cavill, National Data Protection Manager, Environment Agency, Bristol, UK

14.45 Using Artificial Intelligence to automate the prevention and monitoring of improper E-mail and Internet use to support the compliance process

Ian Black, Managing Director, Aungate, Cambridge, UK

15.20 Panel Discussion

Sandra Cavill and Ian Black

Spyware

Chair: *Eugene Oscapella*, Associate, *Privacy Laws & Business*

16.00 Who controls your computer?
Spyware in the Age of E-Commerce
Peter Kosmala, Assistant Director,
International Association of Privacy Professionals, USA

16.45 How the law tackles spyware in Europe
Eduardo Ustaran, Partner, Field Fisher Waterhouse, London

Privacy research

Chair: *Eugene Oscapella*, Associate, *Privacy Laws & Business*

17.30 Privacy research using the World Legal
Information Institute's (WorldLII's) resources
Professor Graham Greenleaf, University of NSW, Australia

Training

Chair: *Trevor Chew*, Data Protection Policy Manager, HBOS, UK

16.00 Designing effective data protection training
Julie Burcham, Principal Consultant, AMTEC Consulting

16.45 How AXA Life used software for delivering
customised data protection training for 3,000 staff
Cindy Paul, Data Protection Coordinator, AXA Sun Life, Bristol, UK

Children's issues

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

17.30 Children's Privacy: Practical considerations
for global companies. Introduction to the
Children's Privacy Protection Network
Sue Gold, Executive Counsel, The Walt Disney Company Ltd

18.00 Close **18.15** Punting on the River Cam SPONSORED BY BP **18.30** Drinks SPONSORED BY ACCENTURE
19.30 Dinner in The Hall **21.00** Party in the Cambridge Union Bar

SOCIAL PROGRAMME

Monday July 4th

St John's College 17th Century Library Tour: Visit St. John's College library built in 1624. The old library contains books dating from the 10th century which are so rare and valuable that undergraduate access is restricted! 09.00, 09.30 and 15.55.

Cambridge Walks: 18.15-19.00 Two walks led by qualified guides leaving from the door of the Fisher Building. No booking needed.

Drinks: Between 18.45 and 19.30 in New Court Cloisters. Drinks have been kindly sponsored by *DLA Piper Rudnick Gray Cary*.

Dinner: Entertainment provided by PL&B Consultant, Valerie Taylor's prize winning Barbershop Quartet, *Vice Versa*

St John's College Bar: The college cash bar has extended opening hours until midnight.

Tuesday July 5th

1624 Library Tour: 11.05 & 15.35 (see above for details)

Drinks: 18.30-19.30 at River Court. Come and watch and/or join the punters! Drinks have been kindly sponsored by *Accenture*.

Evensong, St. John's College Choir: 18.30 St. John's College Great Chapel

Punting on the River Cam: Chauffeured punts will depart from River Court, which is immediately in front of the Fisher Building at 18.15 returning 19.15. Punting is free, and on a first come first served basis. Be early if you are very keen.

The Party: 21.00-Midnight there will be a party in the Cambridge Union Bar (not the St. John's College Bar). The first drink is free, just present your voucher. Musical entertainment will be provided this year by PL&B Consultant Stuart Lynch's band, *Lazy Dog*. There will also be *Live Karaoke* and *The PL&B Band*.

St John's College Bar: The college cash bar has extended opening hours until midnight.

Wednesday July 6th

Evensong sung jointly by the choirs of King's and St. John's Colleges: 18.00 St. John's College Great Chapel

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GRAY CARY


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Microsoft: E-mail room with broadband and technical support person; travel for Professor Graham Greenleaf, Australia. Amtec: Sponsors of conference bags.

DAY 3 – WEDNESDAY JULY 6TH, 2005

07.30-08.45 Breakfast in The Buttery

08.30-12.45 Registration in the Fisher Building

09.00 The Information Commissioner's Tougher Enforcement Strategy

David Smith, Assistant Commissioner, Wilmslow, UK

09.45 Combating unethical behaviour while protecting privacy: Managing conflicts between the US Sarbanes-Oxley Act and other countries' data protection laws

Geraldine Henbest, Global Privacy Director, Ernst & Young, London

10.15 Comments

Clarisse Giroit and David Smith

10.30 Coffee

Layered privacy notices

Chair: *To be announced*

10.45 Customer power and layered privacy notices

Peter Fleischer, Director of Regulatory Affairs, Microsoft EMEA, Paris

Jan Willem Broekema, Commissioner and Vice-President, Data Protection Commission, The Netherlands

Francis Aldhouse, Deputy Commissioner, Information Commissioner's Office, UK

Asia-Pacific

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

10.45 Assessing the Asia-Pacific (APEC) Privacy Principles' impact on business

Professor Graham Greenleaf, University of New South Wales, Australia

11.45 How Japan's new personal information law is having an impact on business

David Case, Associate, White & Case, Tokyo, Japan

12.15 How Sony is implementing Japan's new data protection law

Yoshiyuki Mikami, Senior Legal Manager, Global Personal Information, Sony, Tokyo, Japan

12.45 Lunch in The Hall

Privacy strategy

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

13.45 How Sony Europe manages personal information to ensure that privacy is a business asset

Guy Marong, General Manager, Personal Information Management, Sony Europe, Belgium

14.30 Securing personally identifiable information centrally: Good or bad for privacy?

Chris Gavin, Senior Director, EMEA Information Security and Privacy, UK and Kristy Edwards, Director, Privacy Compliance, USA, Oracle's Global Information Security Team

15.15 Privacy v. piracy: Defending privacy of downloaders or defending intellectual property from illegal downloads

Dr Mark Watts, Partner and Dr Myles Jelf, Partner, Bristows, London

CIPP Examination

Director of Certification: *Peter Kosmala, IAPP*

13.45 International Association for Privacy Professionals (IAPP) Certified Information Privacy Professional examination

Venue: The School of Pythagoras, the oldest university building in Cambridge still in active use

16.00 Close and Tea

Note: Time has been scheduled for discussion at the end of each session. It may be necessary to change the content/timing of the programme and/or speakers.

THURSDAY JULY 7TH, 2005

09.30-16.00 European Privacy Officers Network: Meeting at Microsoft, Cambridge

MONDAY JULY 11TH, 2005

09.30-13.00 Children's Privacy Protection Network

Ways of verifying that parents/guardians have given their consent for the collection of information about children in a responsible and ethical manner to protect their privacy and data protection rights

Programmes available for both events from Privacy Laws & Business or www.privacylaws.com/specialistgroups.html

Sessions by Theme at a Glance

This guide shows sessions dealing wholly or partially with each listed theme. Some sessions appear under more than one heading.

Making privacy a business asset

Mon 10.05 Chairman's introduction: Making privacy a business asset: Strengthening Trust, Loyalty and Return on Investment

Mon 10.20 How Vodafone uses software to carry out a privacy audit of its website and how that is integrated into its compliance programme

Mon 14.00 Inside PeopleSoft's privacy driven machine

Mon 14.40 Making privacy a business asset by integrating it into eBay's business practices

Mon 15.20 How to incorporate data protection law into due diligence required for mergers and acquisitions

Mon 16.15 Tackling the theft of personal data via bogus websites and identity theft

Tues 16.00 Who controls your computer? Spyware in the Age of E-Commerce

Tues 16.45 How the law tackles spyware in Europe

Tues 17.30 Children's Privacy: Practical considerations for global companies

Wed 09.45 Combating unethical behaviour while protecting privacy: Managing conflicts between the US Sarbanes-Oxley Act and other countries' data protection laws

Wed 10.45 Customer power and layered privacy notices

Wed 13.45 How Sony Europe manages personal information to ensure that privacy is a business asset

Wed 14.30 Is centralisation of personal data good for privacy?

Wed 15.15 Privacy v. Piracy: Defending privacy of downloaders or defending intellectual property from illegal downloads

Compliance with the UK Data Protection Act

Mon 11.20 Knowledge is Power: Accessing official information and protecting the personal

Mon 15.20 Keeping data protection simple (and interesting!)

Mon 16.15 The Information Tribunal and its new procedures

Tues 09.45 The privacy risks of sharing public sector information

Tues 10.15 How would a UK National Population Register and Identity Cards balance efficiency and privacy?

Tues 11.30 Sharing patient data to promote better health care: How data sharing currently works in the UK's NHS

Tues 11.45 The privacy challenges of designing and managing electronic medical records

Tues 14.00 Information Commissioner's Employment Practices Data Protection Code

Tues 14.10 Building data protection safeguards into Internet/E-mail monitoring policies using the Information Commissioner's Impact Assessment Method

Tues 16.45 How AXA Life used software for delivering customised data protection training for 3,000 staff

Wed 09.00 The Information Commissioner's tougher enforcement strategy

Compliance with the UK Freedom of Information Act

Mon 11.20 Knowledge is Power: Accessing official information and protecting the personal

Mon 12.20 Providing sensitive business information to regulators accessible to the public under the Freedom of Information Act: Managing the risk

Mon 16.45 Review of the first six months of the Freedom of Information Act and the Environmental Information Regulations

Compliance with data protection laws worldwide

Mon 14.00 Inside PeopleSoft's privacy driven machine

Mon 14.40 Making privacy a business asset by integrating it into eBay's business practices

Mon 15.20 How to incorporate data protection law into due diligence required for mergers and acquisitions

Mon 16.15 Tackling the theft of personal data via bogus websites and identity theft

Mon 17.10 Outsourcing to India: Prospects for a new data protection and related laws

Tues 09.00 Improving co-operation between industry and regulators to strengthen privacy

Tues 09.45 New direction for France's data protection law and its Data Protection Commission

Tues 10.30 When to use the European Commission or the ICC model contracts or Binding Corporate Rules for international transfers of personal data

Tues 11.30 Binding Corporate Rules: the best adequate safeguards

Tues 12.00 Impact of the US Patriot Act on managing personal data in a multinational corporation

Tues 14.00 Netherlands leads Europe with first privacy audit accreditation scheme: How does it work? Would it work in other countries?

Tues 14.45 How Philips uses a Privacy Impact Assessment as a building block for the privacy compliance of its global IT systems

Tues 16.00 Who controls your computer? Spyware in the Age of E-Commerce

Tues 16.45 How the law tackles spyware in Europe

Tues 17.30 Privacy research using the World Legal Information Institute's (WorldLII's) resources

Wed 09.45 Combating unethical behaviour while protecting privacy: Managing conflicts between the US Sarbanes-Oxley Act and other countries' data protection laws

Wed 10.45 Customer power and layered privacy notices

Wed 10.45 Assessing the Asia-Pacific (APEC) Privacy Principles impact on business

Wed 11.45 How Japan's new personal information law is having an impact on business

Wed 12.15 How Sony is implementing Japan's new data protection law

Wed 15.15 Privacy v. Piracy: Defending privacy of downloaders or defending intellectual property from illegal downloads

Workplace privacy

Tues 14.00 The Information Commissioner's new Employment Code

Tues 14.10 Building data protection safeguards into internet/E-mail monitoring policies using the Information Commissioner's Impact Assessment Method

Tues 14.45 Using Artificial Intelligence to automate the prevention and monitoring of improper E-mail and internet use to support the compliance process

Tues 16.00 Designing effective data protection training

Tues 16.45 How AXA Life used software for delivering customised data protection training for 3,000 staff

Wed 09.45 Combating unethical behaviour while protecting privacy: Managing conflicts between the US Sarbanes-Oxley Act and other countries' data protection laws

Wed 15.15 Privacy v. Piracy: Defending privacy of downloaders or defending intellectual property from illegal downloads

Technology innovations and tools for privacy protection

Mon 09.30 Watchfire: Online risk management software

Mon 10.20 How Vodafone uses software to carry out a privacy audit of its website and how that is integrated into its compliance programme

Mon 16.15 Tackling the theft of personal data via bogus websites and identity theft

Tues 08.30 How technology and privacy best practice helped Hewlett Packard achieve their 'Most Trusted Company for Privacy' award in 2005

Tues 11.45 The privacy challenges of designing and managing electronic medical records

Tues 14.10 Building data protection safeguards into Internet/E-mail monitoring policies using the Information Commissioner's Impact Assessment Method

Tues 14.45 Using Artificial Intelligence to automate the process of prevention and monitoring of improper E-mail and internet use to support the compliance process

Tues 16.00 Designing effective data protection training

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Tues 17.30 Privacy research using the World Legal Information Institute's (WorldLII's) resources

Wed 10.45 Customer power and layered privacy notices

Wed 14.30 Is centralisation of personal data good for privacy?

WORKSHOP FEE

The fee for either of the one day workshops at any of the locations listed below will be £400 plus VAT (which includes documentation, coffee, lunch and tea). The courses will run from 9.30am-4.30pm. For further information, contact Glenn at *PL&B* or glenn@privacylaws.com

FEE DISCOUNTS

Our 5 or 10 workshop season tickets allow organisations to purchase courses in advance to gain a discount and if you subscribe to a newsletter at the same time you will receive further discounts.

For further information on workshop season tickets contact the *PL&B* office.

WHY USE PRIVACY LAWS & BUSINESS TRAINING?

You can have confidence in using *Privacy Laws & Business* workshops and in-house training. We have extensive experience with both public and private sector clients in drafting data protection policies and procedures, codes of practice, staff training materials and privacy notices.

DPA WORKSHOP DATES

London – September 20th
Glasgow – October 25th
London – December 7th

FOI WORKSHOP DATES

London – September 21st
London – December 8th

Privacy Laws & Business Training Courses

Data Protection Act

This 1 day workshop is aimed at anyone who requires a course which will explain the fundamentals of the Data Protection Act 1998.

- ▶ Understand the implications of the 8 data protection principles
- ▶ Develop procedures to legally process data (including sensitive data)
- ▶ Assess their organisation's data collection processes
- ▶ Recognise and deal with straightforward subject access requests
- ▶ Notify the Information Commissioner
- ▶ Deal with data protection complaints

Freedom of Information Act

This 1 day workshop is aimed at anyone who requires a course which will explain the fundamentals of the Freedom of Information Act 2000.

- ▶ Recognise and deal with Freedom of Information requests
- ▶ Proactively use and update Publication Schemes
- ▶ Understand the interplay with the Data Protection Act 1998
- ▶ Use the official Codes of Practice to aid compliance
- ▶ Be aware of how FOI can affect the private sector
- ▶ Appreciate the importance of good Records Management

Public Workshops or In-House Training?

The Data Protection Act and Freedom of Information Act Training Courses are available either as a public workshop or as in-house training. The choice is yours.

ADDITIONAL SERVICES



European Privacy Officers Network

PRIVACY LAWS & BUSINESS invites you to join the European Privacy Officers Network. Membership of EPON is open to Privacy/Data Protection professionals and their advisors from organisations operating in more than one country. Members have European responsibilities for privacy, which may be part of wider regional or worldwide functions.

EPON MEMBER BENEFITS

EPON enables senior privacy officers involved in the implementation of the EU Data Protection Directive and other privacy initiatives to meet and exchange ideas and creates a professional network of support for members.

EPON members have a unique opportunity to exchange views with the legislators and regulators responsible for creating and implementing policy, and to discuss the development of future privacy initiatives. There are exchanges of ideas, experience and solutions on national and international laws and policies. Meetings are held 3 times a year in English across Europe and usually hosted by members.

PREVIOUS EPON MEETINGS

- ▶ *Drafting effective employee monitoring policies*
- ▶ *Staff DP training via Intranets*
- ▶ *International/European Data Protection standards*
- ▶ *Developing a workable e-marketing policy in the light of new EU requirements*
- ▶ *The EU Article 29 Data Protection working party*
- ▶ *Dealing with international transfers of personal data from the European Economic Area*
- ▶ *Roundtable with Spain's Data Protection Commissioner and his senior staff*
- ▶ *Roundtable with Italy's Data Protection Commissioner and his senior staff*
- ▶ *Binding Corporate Rules*
- ▶ *Roundtable with Czech, Polish & Hungarian DP Commissioners and their senior staff*
- ▶ *Roundtable with France's DP Commissioner and his senior staff*

Membership Fee 3 meetings and papers

£1,200 +VAT
€1,800 +VAT
or US \$2,300 +VAT

EPON MEETING IN CAMBRIDGE, UK

Thursday, 7th July 2005 (Host: Microsoft, Cambridge)

This meeting follows *Privacy Laws & Business*' 18th Annual International Conference (July 4th-6th, St John's College, Cambridge). For EPON programmes, visit www.privacylaws.com/specialistgroups.html

Members' contributions of their experience and ideas are welcome. Please contact the *Privacy Laws & Business* office if you are willing to share your experience with other EPON members.

ROUNDTABLE WITH PRIVACY COMMISSIONERS OF ARGENTINA AND AUSTRALIA IN MONTREUX, SWITZERLAND

Tuesday, September 13th 2005

This meeting is on the day before the Annual International Privacy Commissioners' Conference. During the morning there will be a roundtable with Professor Dr Juan Antonio Travieso, Director Nacional de Proteccion de Datos Personale, Argentina. After lunch there will be a roundtable with Australia's Privacy Commissioner, Karen Curtis. Both Commissioners will discuss managing implementation of their laws. Participants are encouraged to help develop the agenda to suit their own interests. Please contact the PL&B office with your suggestions.

ROUNDTABLE WITH GERMAN FEDERAL AND LAND DATA PROTECTION COMMISSIONERS IN BERLIN, GERMANY

Tuesday, November 8th 2005

Future EPON meetings planned include roundtables with Data Protection Commissioners from Belgium, Luxembourg and Ireland.

EPON MEMBERS INCLUDE:

- | | | |
|-------------------------|-----------------------|--------------------|
| • Accenture | • Deloitte | • Kodak |
| • Arnold & Porter | • Ernst & Young | • Masons |
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| • BP | • HBOS | • Novartis |
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| • Covington & Burling | • IMS Health | • Prudential |
| • CSC Computer Sciences | • JPMorgan Chase Bank | • Sony |

"Understanding the complexities of the multitude of data privacy laws now in existence across Europe can be a very daunting if not sometimes intimidating task. Belonging to EPON provides an unparalleled opportunity to share, in a confidential and open environment, in the practical experiences of other privacy professionals."

Melanie Shillito, EPON Chair and Vice President,
Data Privacy Officer, EMEA, JP Morgan Chase Bank

PL&B Newsletters



WITH OVER 18 YEARS specialist experience, *Privacy Laws & Business* newsletters have become *the* comprehensive information source for privacy and data protection managers.

Privacy incidents can leave organisations in breach of the law and, in some cases, result in criminal liability for senior management and employees. But just as importantly, bad publicity over privacy violations can seriously damage your organisation's brand and inevitably its bottom line. Privacy and data protection is now a business priority. Consumers are increasingly aware of their rights and are willing to exercise them against organisations that fail to safeguard their details properly.

Privacy Laws & Business International and UK newsletters show you where organisations have gone wrong and how to go about correcting the problems. Can you really afford not to know your legal requirements?

KEY ISSUES COVERED

Both PL&B Newsletters regularly cover the key issues including:

- ▶ *Managing privacy principles*
Consent; consumer access rights; purpose limitation; security; data retention; accuracy
- ▶ *Workplace privacy*
Internet and E-mail monitoring; handling sensitive data; drug and alcohol testing; staff training
- ▶ *Regulatory developments*
New legislation; industry codes of practice; enforcement action; court judgments
- ▶ *Marketing*
Privacy policies; using privacy as an ROI driver; spam; cookies; marketing preference services; online data collection forms
- ▶ *International Data Transfers*
Model contracts; the US Safe Harbor programme; binding corporate rules; outsourcing

A WEALTH OF INFORMATION

Keeping your organisation privacy compliant is a complex and ongoing process. Through a mix of corporate case studies, legal analysis and expert advice, *Privacy Laws & Business* newsletters can help organisations benchmark their own compliance practices and discover new ways of improving their procedures.

There is a wealth of information on privacy issues, from the latest regulatory developments, through to media coverage of non-compliant organisations and actions taken by pro-privacy groups. *Privacy Laws & Business* newsletters gather together all this information, leaving you to concentrate on improving compliance within your organisation.

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- Walt Disney
- Data Protection Commissioners
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- Dept. for Constitutional Affairs
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"It is vital for compliance professionals to have reliable, up-to-date and useable information at their fingertips. *Privacy Laws & Business* is one source we find invaluable."

MIKE BRADFORD, EXPERIAN

SUBSCRIPTION PRICES

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We will keep you regularly informed of the latest developments via E-mail updates.

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Subscribers receive annually a cumulative Country, Subject and Company index. Multiple headings include advertising, data security, Internet, police, transborder data flows and sensitive data. The index is updated after every issue on our website at www.privacylaws.com.

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The newsletters are available in print and PDF formats. For an additional enterprise licence fee, you may upload them onto your Intranet or network. This enables you to see the newsletters on any computer on your network and print out pages at any location. For further information on enterprise licences and our multiple subscription discounts contact the *PL&B* office.

Conference Registration

Days Attending Conference:

- Mon July 4th Tues July 5th Wed July 6th

(For college accommodation see below)

- 3 Day Conference and Papers *including all meals for the duration of the conference* **£1,500 plus VAT (£1,762.50)**
- 2 Day Conference and Papers *including lunch on both days and dinner on the middle evening* **£1,075 plus VAT (£1,263.13)**
- 1 Day Conference and Papers *including lunch* **£540 plus VAT (£634.50)**
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- Sun July 3rd Mon July 4th Tues July 5th Wed July 6th

See www.privacylaws.com for booking information and nearby hotels.

EPON Registration

(Separate flyers available from the PL&B office or our website)

- I wish to join EPON which covers 3 meetings and papers **£1,200/€1,800/US \$2,300 +17.5% VAT**

EPON, Microsoft, Cambridge, UK, July 7th 2005

- I wish to attend this Meeting including papers and lunch, as an EPON member (fee already paid)
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EPON, Montreux, Switzerland, Sept 13th 2005

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Register before 30th June 2005: **£400/€600/\$780 +VAT**
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Booking Terms & Conditions

Confirmation of your booking and a VAT receipt will be sent within 14 days. Joining instructions will be sent by June 17th. No refunds will be made after June 10th – all bookings are binding and full fees apply thereafter. Cancellations will be subject to a £195 administration fee, but conference papers will be sent to you after the event. No reduction will be made for meals and college accommodation not taken.

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To reserve a *parking place* at the college (limited availability)

Payment Options

Please note that to secure your registration, you must either make your *payment* or send a *purchase order* by May 27th 2005. Until we receive either, your registration is not guaranteed.

Address of Accounts (if different):

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