

# Integrating Privacy into your Business Strategy

17th 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 Top 10 in the *Fortune* list.

**Related Events**  
Data Protection Audit  
Workshop: July 6-7th  
European Privacy Officers  
Network: July 8th

"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**

## WHO SHOULD ATTEND

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

# 17TH ANNUAL INTERNATIONAL Conference

July 5th-7th 2004, St. John's College, Cambridge, UK

Register for this event and get more information  
at [www.privacylaws.com](http://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

Over 50 speakers from nine countries in Europe, North America and other jurisdictions over three days include Data Protection Commissioners and Freedom of Information regulators, private and public sector managers, lawyers, consultants, not for profit organisations and members of the *PL&B* team. The themes include:

- ▶ How leading companies integrate privacy into their business strategies
- ▶ Privacy values and legal precedents in the management of personal data
- ▶ Finance, health, protecting children, and combating crime
- ▶ Return on investment on DP projects
- ▶ Marketing: data collection, call-centres, market research, gaining and retaining customer loyalty
- ▶ Privacy in the workplace
- ▶ Public Sector: Freedom of Information and data sharing
- ▶ Transfers of personal data outside the EU: binding corporate rules and business process outsourcing
- ▶ Data protection auditing and privacy impact assessments
- ▶ Data security and document retention
- ▶ The changing regulatory landscape in Europe, North America and elsewhere
- ▶ The EU's Art. 29 DP Working Party

# 17TH ANNUAL INTERNATIONAL Conference

July 5th-7th 2004, St. John's College, Cambridge, UK

**B**Y ATTENDING THIS CONFERENCE, you will learn how to integrate privacy into your business strategy. You will hear from world class speakers how to use privacy to enhance your organisation's reputation and protect its brand and share value. You will learn from models of excellence from around the world how to sustain privacy as part of your core business operations.

This year's programme marks the development of privacy and data protection values as a key constituent of many organisations' business strategies. These values can underpin business goals and influence many areas which have not traditionally been privacy sensitive. Privacy values are vital because they visibly influence the way that organisations deal with people: customers, prospects, employees, shareholders and the media.

In a climate of rising expectations, organisations which skillfully manage personal data, will avoid the privacy problems faced by many others. Privacy regulators will explain their compliance and enforcement strategies. You will also learn how to be alert to prevent privacy vulnerabilities, develop a defensible legal position and respond effectively if staff make mistakes and problems occur.

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

# Speakers by Category

## Data Protection Regulators/Policy Makers

Richard Thomas, UK  
Peter Schaar, Germany  
Graham Smith, UK  
Chris Turner, UK  
Jane Durkin, UK  
Dr. Rosa Barcelo, European Commission, Brussels  
Heather Black, Canada

## Data Controllers

Bojana Bellamy, Accenture  
Arnie Bates, Air Products  
Adrian Whalley, Alliance & Leicester  
Mark Keddie, BP  
Paul Byrne, British Airways  
Sarah Bains, British Airways  
Stephen Hinde, BUPA  
Kevin Fraser, Dept Constitutional Affairs  
Michael Colao, Dresdner Kleinwort  
Geraldine Henbest, Ernst & Young, London  
Paul Brooks, Hampshire Constabulary  
Dan Swartwood, Hewlett Packard, USA  
Daniel Pradelles, Hewlett Packard, France  
David Trower, IMS Health  
Penny Berryman, Lloyds TSB  
Adrienne Walker, Gtr Manchester Police  
Nick Martin, Mardev  
Peter Cullen, Microsoft, USA  
Lisa Banyard, PricewaterhouseCoopers  
Sandy Hughes, Procter & Gamble, USA  
Lucy Hodgson, Procter & Gamble, Belgium  
Allan Campbell, Prudential  
Stuart Harvey, Royal Mail  
Janet Turner, Staffordshire Police  
Phillip Morgan, Dept of Work & Pensions

## Lawyers

Dr Mark Watts, Bristows, London  
Ruth Boardman, Bird & Bird, London

Keith Wotherspoon, Freshfields, London  
Christopher Millard, Linklaters, London  
Dan Cooper, Covington & Burling, London  
Naomi Assia, Naomi Assia & Co, Israel  
Martin Abrams, Hunton & Williams, USA  
Anne Coles, Fox Williams, London  
Cinzia Biondi, Wragge & Co, Birmingham  
Rosemary Jay, Masons, Manchester  
Lokke Moerel, De Brauw, The Netherlands  
Christopher Rees, Herbert Smith, London

## Consultants

Dr David Flaherty, British Columbia, Canada  
Simon McDougall, Deloitte, London  
Stuart Lynch, SL Consulting, Merseyside  
Tim Beadle, Marketing Improvement, Bracknell

## Academics

Professor James Michael, Cape Town, South Africa and London Universities  
Professorial Fellow, John Angel, Queen Mary, University of London

## Not For Profit Organisations

Dr. Susanne Lacey, National Consumer Council, London  
Anna Fielder, Consumers International  
J. Trevor Hughes, IAPP, USA  
Debrah Harding, The Market Research Society, London  
Fran Maier, TRUSTe, USA

## Software Providers

Jay C. Cannon, Microsoft, USA  
Phil Jones, 3M Computer Filters, UK

## Privacy Laws & Business

Stewart Dresner  
Valerie Taylor  
Dr. Hayden Kendler  
Shelley Malhotra  
Eugene Oscapella  
Alan Pedersen

## 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.

Sponsorship opportunities are available for lunches, evening receptions, dinners, other social events and documentation packs. For further information, please contact Stewart Dresner at the *Privacy Laws & Business* office.

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

**KEVIN LEVITT, EDS**

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

**STUART CASHMORE, McKESSON**

**"Great, the place to network and an excellent, packed conference programme."**

**ALASTAIR TEMPEST, FEDERATION OF EUROPEAN DIRECT MARKETING**

**"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**

## Previous conference participants include:

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- British Gas
- British Petroleum
- British Telecom
- Citibank
- Dun & Bradstreet
- Experian
- Federal Express
- Ford Credit
- General Motors
- GlaxoSmithKline
- HBOS
- Herbert Smith
- Hoechst
- HSBC
- IBM
- ICI
- JPMorgan Chase
- KPMG
- Linklaters
- Marks & Spencer
- Microsoft
- Motorola
- Nationwide BS
- Oracle
- PwC
- Prudential
- Reuters
- 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](http://www.privacylaws.com)**  
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**DIARY DATE: PL&B 18TH INTERNATIONAL CONFERENCE JULY 4TH-6TH 2005**

## DAY 1 – MONDAY JULY 5TH, 2004

**09.00-18.00** Registration in the Fisher Building

### **09.30** Pre-Conference Demonstration

Microsoft Technology: A platform for data governance

*Jay C. Cannon, Privacy Strategist, Microsoft, USA*

### **10.10** Chairman's introduction: Integrating privacy into your business strategy

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

### **10.25** How Procter & Gamble manages its privacy programme with global principles and respect for national differences

*Sandy Hughes, Global Privacy Executive, Procter & Gamble, Cincinnati, Ohio, USA*

### **11.05** How British Airways processes its passenger records and frequent flyer data in line with privacy requirements

*Sarah Bains, Data Protection Compliance Manager and Paul Byrne, Principal Information Security Analyst, British Airways*

### **11.45** Coffee

### **12.00** Parallel Options

#### (1) Document and data retention: The search for a defensible time limit

*Cinzia Biondi, Solicitor, Wragge & Co., Birmingham; Adrian Whalley, Governance and Compliance Manager, Alliance and Leicester; Adrienne Walker, Data Protection Officer, Greater Manchester Police; Chair: Cinzia Biondi, Solicitor, Wragge & Co., Birmingham*

#### (2) A privacy management plan for health information

*Dr David Flaherty, Consultant, Victoria, British Columbia, Canada; Chair: Eugene Oscapella, Associate Editor, PL&B International Newsletter*

#### (3) Data protection compliance in the EU accession countries of Central and Eastern Europe

*Daniel Cooper, Attorney, Covington & Burling, London; Chair: Stewart Dresner, Chief Executive, Privacy Laws & Business*

### **13.00** Lunch in The Hall

### **14.00** Building Privacy and data protection into the DNA of Microsoft

*Peter Cullen, Chief Privacy Strategy Officer, Microsoft, Washington State, USA*

### **Sharing Public Sector Information**

Chair: *Stuart Lynch, Stuart Lynch Consulting*

#### **14.30** Sharing information to protect children and combat crime

*Stuart Lynch, Stuart Lynch Consulting*

#### **14.50** New initiatives on crime and disorder

*Janet Turner, Data Protection Officer, Staffordshire Police*

#### **15.10** How DWP shares personal information fairly and legally with other government departments and agencies

*Phillip Morgan, Head of Information Policy, Department of Work and Pensions*

#### **15.30** The Information Commissioner's perspective

*Jane Durkin, Assistant Information Commissioner, UK*

#### **15.50** Panel session

### **Data Protection Auditing**

Chair: *Dr. Hayden Kendler, Principal Auditor, PL&B*

#### **14.30** The Information Commissioner's approach to audits and options for accreditation schemes

*Chris Turner, Senior Inspection Manager, Office of the Information Commissioner, UK*

#### **15.00** How IMS Health audited 11 countries by customising the UK Information Commissioner's audit methodology

*David Trower, Data Protection Manager, IMS Health; Christopher Rees, Partner, Herbert Smith, London; and Simon McDougall, Senior Manager, Deloitte, London*

#### **15.40** How PricewaterhouseCoopers conducts data protection audits on itself and continually improves its systems

*Lisa Banyard, Senior Manager, PricewaterhouseCoopers, London*

### **Marketing**

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

#### **14.30** Managing data privacy issues in cross European marketing campaigns

*Tim Beadle, Director, Marketing Improvement*

#### **15.15** Working with list providers to improve the targeting and development of new customers within the requirements of the UK's Privacy and Electronic Communications Regulations

*Nick Martin, General Manager, Mardev, Sutton*

### **16.00** Tea



## United Kingdom

Chairs: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*; *Michael Colao*, Director of Information Management, *Dresdner Kleinwort Wasserstein*, London

### 16.30 In sickness and in health: A guide to Part 4 of the Data Protection Employment Practices Code.

*Anne Coles*, Solicitor, *Fox Williams*, London

### 17.15 The definition of personal data in the *Durant v. FSA* case

Is the Court of Appeal's decision compatible with the EU Data Protection Directive? If not, what should happen next and what should data protection managers and advisors do in the meantime?  
*Rosemary Jay*, Solicitor and Partner, *Masons*, Manchester

## Implementing data protection in call centres

Chair: *Shelley Malhotra*, Consultant, *Privacy Laws & Business*

### 16.30 Financial services

*Penny Berryman*, Senior Manager,  
Data Protection, *Lloyds TSB*, London

### 16.55 Workplace privacy issues including employee monitoring and allegations against employees

*Stuart Harvey*, Head of Data Protection Act Services,  
*Royal Mail Group*, Hampshire

### 17.20 Maintaining data protection compliance in offshore call centres

*Allan Campbell*, Head of Data Protection, *Prudential*, London

## 18.00-18.30 Open Platform and Demonstrations

### Microsoft Technology: A platform for data governance

*Jay C. Cannon*, Privacy Strategist, *Microsoft*, USA

*Parallel options welcome*

## 18.15 Guided Walks

## 18.45 Drinks SPONSORED BY PIPER RUDNICK

## 19.30 Dinner in The Hall

# DAY 2 – TUESDAY JULY 6TH, 2004

## 07.30-08.45 Breakfast in The Buttery

## 08.30-17.30 Registration in the Fisher Building

### The privacy regulators' agenda

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

### 09.00 Data Protection: Perceptions and realities

*Richard Thomas*, Information Commissioner, UK

### 10.00 To what extent does expansion of the EU to 25 Member States mean a change of emphasis? The Data Protection Commissioners' Art. 29 Working Party's role and future programme

*Peter Schaar*, Federal Data Protection Commissioner, Germany, and Chair, Art. 29 Data Protection Working Party

## 10.30 Coffee

## Data collection, surveillance and monitoring

Chair: *Shelley Malhotra*, Consultant, *Privacy Laws & Business*

### 11.00 Keeping an eye on you: Privacy issues in market and employee research

*Debrah Harding*, Director, Standards and Policy,  
*The Market Research Society*, London

### 11.30 From Buckingham Palace to Soham: Checks on potential new employees News from the Criminal Records Bureau

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

### 12.15 Computer forensics as an aid to data protection management

*Michael Colao*, Director of Information Management,  
*Dresdner Kleinwort Wasserstein*, London

## Impact of EU data protection developments on your international business strategy

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

### 11.00 The DP Commissioners' latest views on how to implement the Binding Corporate Rules Scheme in an EU with 25 Member States

*Peter Schaar*, Federal Data Protection Commissioner, Germany

### 11.25 Overcoming the Art. 29 DP Working Party's concerns and achieving a workable Binding Corporate Rules Scheme

*Lokke Moerel*, Attorney, *De Brauw Blackstone  
Westbroek*, Amsterdam, The Netherlands

### 11.50 How do you demonstrate compliance in a large international organisation? BP's experience

*Mark Keddle*, Data Protection Manager, *BP International*, Scotland

### 12.15 The EU's review of the US Safe Harbor Scheme.

*Dr. Rosa Barcelo*, Internal Market, *European Commission*, Brussels

### 12.30 Panel session with the above speakers

## 13.00 Lunch in The Hall

### E-Marketing

Chair: *Alan Pedersen*, News Editor, *Privacy Laws & Business Newsletters*

**14.00** How the EU's Privacy and Electronic Communications Directive is being implemented differently in the EU Member States. How feasible is a harmonised Europe-wide campaign?  
*Ruth Boardman*, Solicitor and Partner, Bird & Bird, London

**14.30** Implementation of the Directive in the UK: Why Sainsbury's chose certain e-marketing options  
*Valerie Taylor*, Consultant, *Privacy Laws & Business*

**14.50** Legislative responses to SPAM around the world: What works?  
*J. Trevor Hughes*, Executive Director, International Association of Privacy Professionals, Maine, USA

**15.20** News update on the USA's Children's Online Privacy Protection Act  
*J. Trevor Hughes*, Executive Director, International Association of Privacy Professionals, Maine, USA

**15.30** Marketing to children on the net: Results of data protection research and recommendations  
*John Angel*, Solicitor and Visiting Professorial Fellow, Institute of Computer and Communications Law, Centre for Commercial Law Studies, Queen Mary, University of London

### Freedom of Information

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

**14.00** Patterns of FOI access requests: Lessons from outside the UK  
*James Michael*, Senior Research Fellow, Institute of Advanced Legal Studies, London University and University of Cape Town

**14.15** Getting organised for FOI access requests from consumers, the media, critics and competitors: Tackling the difficult cases  
*Graham Smith*, Deputy Information Commissioner, UK

**14.55** 15 minute FOI progress reports  
Speakers to address: access requests handled; balancing of Data Protection Act and Freedom of Information Act; impact of *Durant v. FSA* for personal data not covered under the Data Protection Act; lessons learned; further work needed; and identifying potential problem areas  
*Kevin Fraser*, Head of Access Rights Unit, Department for Constitutional Affairs, London  
*Chief Inspector Paul Brooks*, ACPO Freedom of Information Project Manager, Hampshire Constabulary  
*Stephen Hinde*, Group Information Protection Manager, BUPA, London

**15.40** Access right now: January 2005 Freedom of Information Act scenarios  
With the above speakers

## 16.00 Tea

### Privacy impact assessments

Chair: *Phillip Morgan*, Head of Information Policy, Department of Work and Pensions, London

**16.30** Privacy impact assessments: an essential tool for data protection  
*Dr David Flaherty*, Consultant, Victoria, British Columbia, Canada

### Short privacy notices

Chair: *Alan Pedersen*, News Editor, *Privacy Laws & Business Newsletters*

**16.30** Short privacy notices: Win-win for business, consumers and regulators?  
*Martin Abrams*, Executive Director, Centre for Information Policy Leadership, Hunton & Williams, US  
*Lucy Hodgson*, European Privacy Manager, Procter & Gamble, Brussels  
*Peter Schaar*, Federal Data Protection Commissioner, Germany  
*Anna Fielder*, Director, Consumers International, London

### Israel and South Africa

Chair: *Eugene Oscapella*, Associate Editor, *Privacy Laws & Business International Newsletter*

**16.30** Working successfully with Israel's Protection of Privacy Act  
*Naomi Assia*, Attorney, Naomi Assia & Co, Tel Aviv, Israel

**17.00** South Africa's Law Reform Commission's proposals for a data protection law  
*James Michael*, Senior Research Fellow, Institute of Advanced Legal Studies, London University and University of Cape Town

### 17.30 Open Platform and Demonstrations Computer filters

*Phil Jones*, Market Development Manager, Europe, 3M Computer Filters

*Parallel options welcome*

### 18.00 Close

### 18.15 Punting on the River Cam

### 18.45 Drinks

### 19.30 Dinner in The Hall

### 21.00 Party in the Cambridge Union Bar

### 09.30-17.30 How to use the Information Commissioner's Data Protection Audit Manual: Day 1 2 Day Workshop Tuesday/Wednesday (must be pre-booked with Day 2 on July 7th)

*Dr. Hayden Kendler*, Principal Auditor, *Privacy Laws & Business*

Separate programme available from *Privacy Laws & Business* or visit [www.privacylaws.com](http://www.privacylaws.com)

*Privacy Laws & Business* has arranged a workshop on July 6th/7th in Cambridge to explain how to use the Information Commissioner's Audit Manual to maximum advantage. Using the manual will help you collect and analyse the evidence to assess the extent of your compliance with the Data Protection Act and whether you are following good practice.

PL&B's experienced audit team is available for your projects. Please contact Hayden Kendler at: [hayden@privacylaws.com](mailto:hayden@privacylaws.com)

# DAY 3 – WEDNESDAY JULY 7TH, 2004

**07.30-08.45** Breakfast in The Buttery

**08.30-13.00** Registration in the Fisher Building

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**09.00** Canadian federal experience: From voluntary code of practice to binding legislation  
The Asia-Pacific Privacy Principles: A progress report

Chair: *Eugene Oscapella*, Associate Editor, *Privacy Laws & Business International Newsletter*  
*Heather Black*, Assistant Privacy Commissioner of Canada, Ottawa

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**09.30** Data consolidation and business process outsourcing

Boardroom scenario: A multinational decides to merge its HR databases and then outsource its HR operations offshore. What data protection and commercial issues arise during internal/external negotiations, and what parts do the CEO, Chief Privacy Officer, lawyers, HR and IT Directors and others play in the implementation process?

*Dr. Mark Watts*, Solicitor and Partner, Information Technology, Bristows, London – The Lawyer  
*Bojana Bellamy*, Global Privacy Lead, Accenture, London – The Chief Privacy Officer  
*Michael Colao*, Director of Information Management, Dresdner Kleinwort Wasserstein, London – The Chief Executive  
*Mark Keddle*, Data Protection Manager, BP International, Scotland – The Information Systems Director  
*Geraldine Henbest*, Data Protection Manager, Ernst & Young, London – The Human Resources Director

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**11.00** Coffee

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**Data Security**

Chair: *Christopher Millard*, Partner, Linklaters, London

**11.15** Making sense of diverse data security requirements across the European Union

*Christopher Millard*, Partner and Head of IT & Communications Practice, Linklaters, London

**11.45** Developing staff awareness of information security risks as an essential part of Air Products' data protection strategy

*Arnie Bates*, European Information Security Manager, Air Products, Surrey

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**Mergers and Acquisitions**

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

**12.15** Data protection aspects of acquisitions, mergers and alliances: Risks and solutions

*Keith Wotherspoon*, Solicitor, Freshfields Bruckhaus Deringer, London

**12.35** How Hewlett Packard Europe manages the data protection aspects of its mergers

*Daniel Pradelles*, European Customer Privacy Manager, Europe, Middle East & Africa, Hewlett Packard, France

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**13.00** Lunch in The Hall

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**14.00** Proactive privacy payoff: Demolishing the risk management fallacy

*Fran Maier*, Executive Director and President, TRUSTe, California, USA  
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*

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**14.45** Implementing Radio Frequency Identification Technology (RFID) to improve supply chain and inventory management in a privacy sensitive manner

Chair: *Eugene Oscapella*, Associate Editor, *Privacy Laws & Business International Newsletter*  
*Dan Swartwood*, Data Privacy Officer, Hewlett Packard, USA  
*Sandy Hughes*, Global Privacy Executive, Procter & Gamble, USA and member, Electronic Product Code Global Public Policy Steering Committee  
*Dr. Rosa Barcelo*, Internal Market, European Commission, Brussels  
*Dr. Susanne Lace*, Convenor, RFID Summit, National Consumer Council, London

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**16.30** 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.

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**09.30-17.30** How to use the Information Commissioner's Data Protection Audit Manual: Day 2  
2 Day Workshop Tuesday/Wednesday (must be pre-booked with Day 1 on July 6th)

*Dr. Hayden Kendler*, Principal Auditor, *Privacy Laws & Business*  
Separate programme available from *Privacy Laws & Business* or visit [www.privacylaws.com](http://www.privacylaws.com)

# THURSDAY JULY 8TH, 2004

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**09.30-16.30** European Privacy Officers Network: Meeting at the University Arms Hotel, Cambridge

Negotiating binding corporate rules with Data Protection Commissioners:

*Lokke Moerel*, Attorney, De Brauw Blackstone Westbroek, The Netherlands

Separate programme available from *Privacy Laws & Business* or visit [www.privacylaws.com](http://www.privacylaws.com)

# 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.

## Integrating privacy into your business strategy

**Mon 10.10** Chairman's introduction: Integrating privacy into your business strategy

**Mon 10.25** How Procter & Gamble manages its privacy programme with global principles and respect for national differences

**Mon 11.05** How British Airways processes its passenger records and frequent flyer data in line with privacy requirements

**Mon 14.00** Building privacy and data protection into the DNA of Microsoft

**Mon 14.30** Data protection auditing: Ensuring that your privacy strategy is being implemented effectively

**Tues 09.00** Data Protection: Perceptions and realities

**Tues 10.00** To what extent does expansion of the EU mean a change of emphasis? The Data Protection Commissioners' Art. 29 Working Party's role and future programme

**Tues 16.30** Privacy impact assessments: an essential tool for data protection

**Tues 16.30** Short privacy notices: win-win for business, consumers and regulators

**Wed 09.30** Boardroom Scenario: data consolidation and business process outsourcing

**Wed 11.15** Making sense of diverse data security requirements across the European Union

**Wed 11.45** Developing staff awareness of information security risks as an essential part of Air Products' data protection strategy

**Wed 12.15** Data protection aspects of acquisitions, mergers and alliances: Risks and solutions

**Wed 12.35** How Hewlett Packard Europe manages the data protection aspects of its mergers

**Wed 14.00** Proactive privacy payoff: Demolishing the risk management fallacy

**Wed 14.45** Implementing Radio Frequency Identification Technology (RFID) to improve supply chain and inventory management in a privacy sensitive manner

## Compliance with the UK Data Protection Act

**Mon 12.00** Document and data retention: the search for a defensible time limit

**Mon 14.30** Sharing information to protect children and combat crime

**Mon 15.15** Working with list providers to improve the targeting and development of new customers within the requirements of the UK's Privacy and Electronic Communications Regulations

**Mon 14.30** The Information Commissioner's approach to audits and options for accreditation schemes

**Mon 15.00** How IMS Health audited 11 countries by customising the UK Information Commissioner's audit methodology

**Mon 15.40** How PricewaterhouseCoopers conducts data protection audits on itself and continually improves its systems

**Mon 16.30** In sickness and in health: A guide to Part 4 of the Data Protection Employment Practices Code

**Mon 16.30** Implementing data protection in call centres

**Mon 17.15** The definition of personal data in the Durant v. FSA case and compatibility with the EU Data Protection Directive

**Tues 09.00** Data Protection: Perceptions and realities

**Tues 11.00** Keeping an eye on you: Privacy issues in market and employee research

**Tues 11.30** From Buckingham Palace to Soham: Checks on potential new employees  
News from the Criminal Records Bureau

**Tues 12.15** Computer forensics as an aid to data protection management

**Tues 14.30** Implementation of the Directive in the UK: Why Sainsbury's chose certain e-marketing options

## Compliance with data protection laws worldwide

**Mon 10.25** How Procter & Gamble manages its privacy programme with global principles and respect for national differences

**Mon 11.05** How British Airways processes its passenger records and frequent flyer data in line with privacy requirements

**Mon 12.00** A privacy management plan for health information

**Mon 12.00** Data protection compliance in the EU accession countries of Central and Eastern Europe

**Mon 14.00** Building privacy and data protection into the DNA of Microsoft

**Mon 14.30** Managing data privacy issues in cross European marketing campaigns

**Mon 15.00** How IMS Health audited 11 countries by customising the UK Information Commissioner's audit methodology

**Tues 10.00** To what extent does expansion of the EU mean a change of emphasis? The Data Protection Commissioners' Art. 29 Working Party's role and future programme

**Tues 11.00** How to implement the Binding Corporate Rules Scheme in an EU with 25 Member States

**Tues 11.25** Overcoming the Art. 29 DP Working Party's concerns and achieving a workable Binding Corporate Rules Scheme

**Tues 11.50** How do you demonstrate compliance in a large international organisation? BP's experience with national Data Protection Commissioners.

**Tues 12.15** The EU's review of the US Safe Harbour Scheme

**Tues 12.30** Panel Session on impact of EU data protection developments on international business strategy

**Tues 14.00** How the EU's Privacy and Electronic Communications Directive is being implemented differently in the EU Member States. How feasible is a harmonised Europe-wide campaign?

**Tues 14.50** Legislative responses to SPAM around the world: what works?

**Tues 15.20** News update on the USA's Children's Online Privacy Protection Act

**Tues 15.30** Marketing to children on the net: Results of data protection research and recommendations

**Tues 16.30** Working successfully with Israel's Protection of Privacy Act

**Tues 17.00** South Africa's Law Reform Commission's proposals for a data protection law

**Wed 09.00** Canadian federal experience: From voluntary code of practice to binding legislation

**Wed 09.20** The Asia-Pacific Privacy Principles: A progress report

**Wed 09.30** Boardroom Scenario: Data consolidation and Business Process Outsourcing

**Wed 11.15** Making sense of diverse data security requirements across the European Union

**Wed 11.45** Developing staff awareness of information security risks as an essential part of Air Products' data protection strategy

**Wed 12.15** Mergers and acquisitions: How Hewlett Packard manages the data protection aspects of its mergers



# Compliance with the UK Freedom of Information Act 2000

**Tues 14.00** Patterns of FOI access requests: lessons from outside the UK

**Tues 14.15** Getting organised for FOI access requests from consumers, the media, critics and competitors: tackling the difficult cases

**Tues 14.55** FOI progress reports: access request handling, balancing FOI and data protection, impact of *Durant v. FSA*, identifying potential problem areas, lessons learned and further work needed

**Tues 15.40** Access right now: January 2005 FOI scenarios

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## Marketing

**Mon 10.25** How Procter & Gamble manages its privacy programme with global principles and respect for national differences

**Mon 11.05** How British Airways processes its passenger records and frequent flyer data in line with privacy requirements

**Mon 14.00** Building Privacy and data protection into the DNA of Microsoft

**Mon 14.30** Managing data privacy issues in cross European marketing campaigns

**Mon 15.15** Working with list providers within the requirements of the UK's Privacy and Electronic Communications Regulations

**Mon 17.15** Implementing data protection in call centres

**Tues 11.00** Keeping an eye on you: Privacy issues in market and employee research

**Tues 14.00** How the EU's Privacy and Electronic Communications Directive is being implemented differently in the EU Member States  
How feasible is a harmonised Europe-wide campaign?

**Tues 14.30** Why Sainsbury's chose certain e-marketing options

**Tues 14.50** Legislative responses to SPAM around the world: what works?

**Tues 15.20** News update on the USA's Children's Online Privacy Protection Act

**Tues 15.30** Marketing to children on the net: results of a European survey and action list for companies

**Tues 16.30** Short privacy notices: win-win for business, consumers and regulators

**Wed 14.00** Proactive privacy payoff: Demolishing the risk management fallacy

**Wed 14.45** Implementing Radio Frequency Identification Technology (RFID) to improve supply chain and inventory management in a privacy sensitive manner

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## Workplace Privacy

**Mon 10.25** How Procter & Gamble manages its privacy programme with global principles and respect for national differences

**Mon 16.30** In sickness and in health: a guide to Part 4 of the Data Protection Employment Practices Code

**Mon 17.15** Implementing data protection in call centres: Employee monitoring and allegations against employees

**Tues 11.00** Keeping an eye on you: privacy issues in market and employee research

**Tues 11.30** From Buckingham Palace to Soham: Checks on potential new employees  
News from the Criminal Records Bureau

**Tues 12.15** Computer forensics as an aid to data protection management

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## Technology innovations and tools for privacy protection

**Mon 09.30** Microsoft Technology Demonstration: A platform for data governance

**Mon 18.00** Microsoft Technology Demonstration: A platform for data governance

**Tues 12.15** Computer forensics as an aid to data protection management

**Tues 16.30** Privacy impact assessments: An essential tool for data protection

**Tues 17.30** 3M Computer Filters

**Wed 14.45** Implementing Radio Frequency Identification Technology (RFID) to improve supply chain and inventory management in a privacy sensitive manner

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## Health Information

**Mon 12.00** A privacy management plan for health information

**Mon 14.30** Sharing information to protect children and combat crime

**Mon 15.00** How IMS Health audited 11 countries by customising the UK Information Commissioner's audit methodology

**Mon 16.30** In sickness and in health: a guide to Part 4 of the Data Protection Employment Practices Code

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## Protecting children and combating crime

**Mon 12.00** Document and data retention: The search for a defensible time limit

**Mon 14.30** Sharing information to protect children and combat crime

**Mon 14.50** New initiatives on crime and disorder

**Tues 11.30** From Buckingham Palace to Soham: Checks on potential new employees  
News from the Criminal Records Bureau

**Tues 15.20** News update on the USA's Children's Online Privacy Protection Act

**Tues 15.30** Marketing to children on the net: Results of a European survey and action list for companies



# Invitation to join the European Privacy Officers Network

**P** RIVACY 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 privacy law and policy developments. Meetings are held 3 times a year in English across Europe and are 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*

## Membership Fee 3 meetings and papers

£1,100 + VAT  
€1,635 + VAT  
or US \$1,950 + VAT

## EPON MEETING IN CAMBRIDGE

The next EPON meeting is on July 8th, 2004 at the University Arms Hotel, Cambridge. This meeting will take an in-depth look at how companies are negotiating Binding Corporate Rules (BCRs) schemes with the EU Data Protection Authorities. BCRs offer companies a method to transfer companies' personal data legally from the European Union to any other country. BCRs are, in principle, an attractive alternative to the model contracts drafted by the European Commission. However, such a flexible approach must still operate within rules defined by the national Data Protection Commissioners. To make the situation more complicated, each national commissioner decides its own ground rules and approach to enforcement.

This session will be led by Lokke Moerel, an attorney with Netherlands law firm De Brauw Blackstone Westbroek, Amsterdam. Moerel has successfully negotiated BCR schemes with the Netherlands Data Protection Commissioner for five multinational companies, including Shell, Heineken and Philips Electronics. Subsequently, the Commissioner has agreed to liaise with colleagues in other EU Member States to seek Europe-wide approval of this Dutch model. Questions that EPON members may wish to discuss are how the five companies, each with different legal structures and operating in different countries, could work according to a common document.

Over the last year, EPON members have gained valuable insight through dialogue with national Data Protection Commissioners. This meeting provides an opportunity for a frank and confidential discussion on their experiences, next steps, and the possibility of an approved model BCR document from the EU's Data Protection Working Party.

Future EPON meetings will include roundtables with Data Protection Commissioners. A meeting with DPA's of some of the leading EU accession countries is planned for October. Join EPON and register for the July 8th meeting by using the form at the back of this programme.

## EPON PARTICIPANTS INCLUDE:

- Accenture
- Arnold & Porter
- Barclays Bank
- BP
- Covington & Burling
- CSC Computer Sciences
- Ernst & Young
- HBOS
- Hewlett Packard
- HSBC Bank
- IMS Health
- Investec Bank
- JPMorgan Chase Bank
- Kodak
- Linklaters
- Masons
- MBNA Europe Bank
- Microsoft
- Procter & Gamble
- Prudential
- 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



**W**ITH OVER 17 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 becoming 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* 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.

## Subscribers include:

- American Express
- AstraZeneca
- AXA PPP Healthcare
- Blockbusters
- British Gas
- Deloitte & Touche
- Eli Lilly
- Ernst & Young
- Fujitsu Services
- HSBC Bank
- J P Morgan Chase Bank
- MBNA America
- Microsoft
- Mitsui
- Reuters
- Schlumberger Sema
- Visa International
- Data Protection Commissioners
- Foreign & Commonwealth Office
- Dept. for Constitutional Affairs
- Other Public Sector Agencies

**"It is vital for compliance professionals to have reliable, up-to-date and useable information at their fingertips. *Privacy Laws and Business* is one source we find invaluable."**

**MIKE BRADFORD, EXPERIAN**

## SUBSCRIPTION PRICES

**International Newsletter £325**  
**UK Newsletter £250**  
**Combined Subscription £520**  
*Free sample issue available*

## The Subscription Package

In addition to five newsletters a year you will also receive the following services with your subscription:

### HELPLINE ENQUIRY SERVICE

Subscribers may telephone, fax or e-mail us with their questions such as: contact details of Data Protection Authorities, the current status of legislation and amendments, and sources for specific issues and texts.

### E-MAIL UPDATES

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

### COUNTRY, SUBJECT, COMPANY INDEX

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](http://www.privacylaws.com).

### ELECTRONIC OPTION

The newsletter is available, for an additional site licence fee, in PDF format for uploading onto your Intranet or network. This format enables you to see the newsletter on any computer on your network as it appears in the paper version and to print out pages at any location.



## Conference Registration

### Days Attending Conference:

- Mon July 5th    Tues July 6th    Wed July 7th

(For college accommodation see below)

- 3 Day Conference, Papers & CD-Rom *including all meals for the duration of the conference* **£1,425 plus VAT (£1,674.38)**

- 2 Day Conference, Papers & CD-Rom *including all meals for the selected two days* **£1,025 plus VAT (£1,204.38)**

- 1 Day Conference, Papers & CD-Rom *including lunch* **£515 plus VAT (£605.13)**

- St John's College Dinner *Sun 4th July* **£37 plus VAT (£43.48)**

- Conference Papers and Post Conference Reports on CD-Rom *(for non-participants)*. **£195 plus VAT (£229.13)**

- Accommodation at St John's College *including breakfast* **£65 plus VAT (£76.38) per person per night**

- Sun July 4th    Mon July 5th    Tues July 6th *(tick nights)*

## Related PL&B Events

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

### Data Protection Audit Workshop

July 6th-7th, St John's College, Cambridge

- 2 Day Audit Workshop & Papers *including lunch*, **£1,000 plus VAT (£1,175)**

For college accommodation, see above.

### European Privacy Officers Network

July 8th, University Arms Hotel, Cambridge

- I wish to attend the EPON Meeting including papers *including lunch* **I am an EPON member (fee already paid)**

- 1 Day EPON Meeting including papers on a trial basis *including lunch*, **£400 plus VAT (£470)**

- I wish to join EPON which covers 3 meetings a year including papers *see page 10 for details*, **£1,100 plus VAT (£1,292.50)**

- University Arms Hotel Dinner, Wed July 7th *3 courses including wine and coffee* **£45 plus VAT (£52.88)**

Accommodation is also available at a special rate on Wednesday July 7th at the University Arms Hotel for £130 plus VAT including breakfast.

See [www.privacylaws.com](http://www.privacylaws.com) for booking information and other nearby hotels.

### Multiple Booking Discounts

Discounts are available for 2 or more participants from the same organisation who register for the full conference on a shared invoice. Please contact us for details.

### Booking Terms & Conditions

A confirmation letter and VAT receipt will be sent to you as an acknowledgement of your booking. If you have not received this within 14 days, and joining instructions by June 25th, please contact us. If you are unable to attend, a substitute is always welcome – we will need full written details. No refunds will be made after June 4th – all bookings are binding and full fees apply thereafter. Cancellations will be subject to a £205 administration fee, but the conference papers on CD Rom will be sent to you after the event. No reduction for meals and college accommodation not taken.

## Personal Details

(For more than one person, photocopy this form)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Special Needs/Diets: \_\_\_\_\_

Car Registration No.: \_\_\_\_\_

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 28th 2004. Until we receive either, your registration is not guaranteed.

1. Please make cheques payable to: *Privacy Laws & Business*

2. Bank transfer direct to our account:  
*Privacy Laws & Business*, Barclays Bank PLC,  
355 Station Road, Harrow, Middlesex, HA1 2AN, UK.  
Bank sort code: 20-37-16   Account No.: 20240664

*Cheque or direct bank payments from outside the UK, will be charged an extra £15 plus VAT (£17.63) to cover bank charges. Please send a copy of the transfer order with this form.*

3. Credit/Debit card:    American Express    MasterCard  
 Visa (additional 3.75% charge for credit cards)    Switch

Card Name: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Issue No: \_\_\_\_\_

(SWITCH ONLY)

Address (if different): \_\_\_\_\_

Postcode: \_\_\_\_\_

<b>Sub Total (inc VAT):</b>	£ .....
<b>C/Card Charges (3.75%):</b>	£ .....
<b>Grand Total:</b>	£ .....

**Signature:** ..... **Date:** .....

By signing this form, you agree that *PL&B* may process this data

**Data Protection Notice:** *Privacy Laws & Business* will not pass on your details to third parties. We would like to send you information occasionally on data protection law services. Please indicate if you do *not* wish to be contacted by:  Post    E-mail    Telephone.

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