

Transforming Risk Assessment into Everyday Compliance with Data Protection Law

16th Year as Europe's leading international data
protection and freedom of information event

Additional Events
Data Protection Audit
Workshop: July 8-9th
European Privacy Officers
Network: July 10th

"Excellent conference –
great value for money."

PRICEWATERHOUSECOOPERS



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

16TH ANNUAL INTERNATIONAL Conference

July 7th-9th 2003, 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 and newly refurbished 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

More than 40 speakers from seven countries in Europe, North America and Asia-Pacific over three days will include: data protection and FoI regulators; private and public sector managers; lawyers; consultants; not for profit organisations; software providers; and members of the *Privacy Laws & Business* team. The themes include:

- ▶ Managing risk assessment in order to prioritise your DP compliance tasks
- ▶ Understanding the strategic direction and priorities of the new Information Commissioner regarding compliance with the UK's Data Protection Act and the Freedom of Information Act
- ▶ Results of the review by the European Commission of the EU's Data Protection Directive and the impact of the EU's Privacy and Electronic Communications Directive
- ▶ How to comply with the requirements of several national data protection laws outside the UK
- ▶ New trends in privacy sensitive marketing covering both online and offline issues in Europe and the USA
- ▶ Workplace privacy and how companies are adjusting global policies to comply with different laws
- ▶ The latest technology and software innovations to help achieve everyday compliance with data protection law.

16TH ANNUAL INTERNATIONAL Conference

July 7th-9th 2003, St. John's College, Cambridge, UK

THIS YEAR'S PROGRAMME recognises the blunt reality that data protection laws represent an ideal of principles based on privacy rights and good management practices. But few will be able to reach the goal of compliance simultaneously in all areas of their operations. If you are responsible for managing or advising on your organisation's privacy law and/or freedom of information compliance policy, this conference will directly address your everyday concerns.

This year's conference tackles the challenge of how to conduct a risk assessment and then transform it into everyday compliance across your organisation. This is an area which requires constant effort. The organisations which will share their experience with conference participants do not claim to have a road map to guaranteed success, but will explain their approaches to achieving compliance.

Richard Thomas, the UK's new Information Commissioner, will spell out his new strategic direction and priorities in separate sessions on DP and FoI laws. It is clear that although the risk of legal sanctions is a powerful driver to action, it is closely followed by a concern to protect the risk to an organisation's reputation. A relatively small investment in protecting privacy rights of customers, prospects, employees and others will achieve a win-win situation. By attending this conference, you will learn how not only to satisfy the privacy regulators but also enhance your organisation's reputation as a trustworthy and reliable processor of personal data.

You are sure to gain professionally, hear and meet world class speakers, scan the horizon for new issues and enjoy the unique summer school atmosphere.

Speakers by Category

Data Protection Regulators/Policy Makers

Richard Thomas, UK
Peter Hustinx, Netherlands
Raymond Tang, Hong Kong
Francis Aldhouse, UK
David Smith, UK
Jonathan Bamford, UK
Diana Alonso Blas, European Commission, Brussels
Simon Watkin, Home Office, UK
Nigel Burrowes, Home Office, UK
Edward Adams, The Lord Chancellor's Department

Data Controllers

Trevor Chew, HBOS
Dale Skivington, Kodak
Helen Isaacs, Kodak
Caspar Bowden, Microsoft
Peter Fleischer, Microsoft
Anita Fineberg, IMS Health
Susan Milnes, Transport for London
Han Kooy, Shell, Netherlands
Jane Lewis, Ministry of Defence, London
Kathryn Matley, Association of Greater Manchester Authorities
Melanie Shillito, JPMorgan Chase Bank
Martin Hoskins, T Mobile

Lawyers

Simeon Spencer, Morrison & Foerster, London
Nicholas Graham, Denton Wilde Sapte, London
Daniel Cooper, Covington & Burling, London
Jason Albert, Covington & Burling, Brussels
Shelagh Gaskill, Masons, London

Louise Townsend, Masons, Manchester
Jessica Hendrie-Liano, Beachcroft Wansboroughs, London
Ronald L. Plessner, Piper Rudnick, Washington DC, USA
Eduardo Ustaran, BerwinLeightonPaisner, UK
Christopher Millard, Linklaters, London

Consultants

Nigel Waters, Pacific Privacy, Australia
Alasdair Warwood, Hove, UK

Academics

Associate Professor Dr. Robert Clark, University College, Dublin, Ireland
Professor Dr. James Michael, Institute of Advanced Legal Studies, UK
Professor Colin Bennett, University of Victoria, British Columbia, Canada

Not For Profit Organisations

Ari Schwartz, Center for Democracy & Technology, Washington DC; USA
Alastair Tempest, FEDMA, Brussels
Trevor Hughes, International Association of Privacy Professionals, USA
Toby Stevens, Information Security Forum, London
Caroline Roberts, DMA, London

Software Providers

Brendon Lynch, Watchfire, USA
Ekin Caglar, Sibilo, UK

Privacy Laws & Business

Stewart Dresner
Sandra Kelman
Dr. Hayden Kendler
Shelley Malhotra
Eugene Oscapella
Valerie Taylor

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.

"It asked and answered some interesting questions. The quality of the presentations was very high."

SUZANNE RODWAY, LINKLATERS

"I came to build up my international network and got much more than I hoped for."

DR JAN WILLEM BROEKEMA, NETHERLANDS DP COMMISSION

"Excellent conference – great value for money."

PRICEWATERHOUSECOOPERS

"Came away refreshed and enthusiastic with lots of new ideas and better knowledge of data protection – excellent."

SUE DAVIS, DATA PROTECTION OFFICER GLOUCESTERSHIRE CONSTABULARY

Participating organisations include:

- Abbey National
- 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
- 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
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DIARY DATE: PL&B 17TH INTERNATIONAL CONFERENCE JULY 5-7TH 2004

16TH ANNUAL INTERNATIONAL Conference

July 7th-9th 2003, St. John's College, Cambridge, UK

Transforming Risk Assessment into Everyday Compliance with Data Protection Law

DAY 1 – MONDAY JULY 7TH, 2003

09.00-18.00 Registration in the Fisher Building

10.00 Coffee

10.30 Chairman's introduction: Transforming Risk Assessment into everyday compliance with Data Protection Law

Stewart Dresner, Chief Executive, Privacy Laws & Business

10.45 The HBOS risk based approach to Data Protection Act compliance monitoring

Trevor Chew, Group Data Protection Policy Manager, Halifax Bank of Scotland

11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Dale Skivington, Chief Privacy Officer, Eastman Kodak Company, USA and Helen Isaacs, Legal Business Manager, Kodak UK

12.15 Parallel Options

(1) Basic training: Introduction to the UK Data Protection Act 1998

Sandra Kelman, Consultant, Privacy Laws & Business

(2) The Information Commissioner's Code on Monitoring at Work

David Smith, Assistant Information Commissioner, Office of the Information Commissioner, UK

How to prepare an impact assessment recommended by the Information Commissioner's Code on Monitoring at Work

Simeon Spencer, Solicitor, Morrison & Foerster, London

(3) Data protection law developments in Eastern Europe: Preparing for accession to the European Union

Daniel Cooper, Attorney, Covington & Burling, London

13.00 Lunch in The Hall

Subject Access Requests

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

14.00 Subject access requests in the context of an ongoing or potential dispute

Valerie Taylor, Consultant, Privacy Laws & Business

14.45 The way forward following consultations on subject access, sharing personal data with the public sector and other issues

Edward Adams, Head of Freedom of Information and Data Protection Division, The Lord Chancellor's Department, London

15.30 Tea

16.00 The European Code of Practice for the use of Personal Data in Direct Marketing: Negotiating a win-win situation

Alastair Tempest, General Manager, Public Affairs, The Federation of European Direct Marketing (FEDMA), Brussels

16.45 Transforming information security risk into effective privacy management

Toby Stevens, Project Manager, The Information Security Forum

International Data Protection Law

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

14.00 Working together towards a privacy aware society in Hong Kong

Raymond Tang, Privacy Commissioner for Personal Data, Hong Kong

14.45 Towards effective implementation of the data protection law in the Netherlands

Peter Hustinx, Data Protection Commissioner, The Netherlands

17.30 Parallel Options

(1) Software Presentation: How Watchfire software helps you monitor your website's compliance with data protection law

Brendon Lynch, Director of Privacy & Risk Solutions, Watchfire, Massachusetts, USA

(2) The Governance of Privacy: Policy instruments in global perspective

Professor Colin Bennett, Department of Political Science, University of Victoria, British Columbia, Canada

(3) Information meeting about establishing a Data Protection Audit User Group

Dr. Hayden Kendler, Principal Auditor, and Shelley Malhotra, Consultant, Privacy Laws & Business

18.15 Close and Guided Walks

18.45 Drinks SPONSORED BY PIPER RUDNICK

19.30 Dinner in The Hall

DAY 2 – TUESDAY JULY 8TH, 2003

07.30-08.45 Breakfast in The Buttery

08.30-17.30 Registration in the Fisher Building

08.30 Demonstration: Integrated video and computer based training for the FoI Act

Louise Townsend, Solicitor and Programme Developer, Masons, Manchester

09.00 Parallel Options

(1) Minimising privacy intrusion when designing systems with surveillance potential

Nigel Waters, Consultant, Pacific Privacy, Australia

(2) New Data Protection Act in Ireland

Dr. Robert Clark, Associate Professor of Law, University College, Dublin and Consultant, Arthur Cox & Co., Dublin

(3) Optimising ways of organising your staff training

Sandra Kelman, Consultant, Privacy Laws & Business

United Kingdom

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

09.30 Congestion charging in London: Applying data protection law in practice

Susan Milnes, Data Protection Manager, Congestion Charging, Transport for London

10.15 The impact of the Freedom of Information Act on companies

Dr James Michael, Senior Research Fellow, Institute of Advanced Legal Studies, University of London

11.00 Coffee

UK Freedom of Information Act

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

11.30 Freedom of Information: A progress report

Richard Thomas, Information Commissioner, UK

12.00 Preparing for the Freedom of Information Act: The Ministry of Defence Programme

Jane Lewis, Assistant Director, Information Access, Directorate General Information, Ministry of Defence, London

12.30 The Greater Manchester Freedom of Information Project

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

Marketing: Europe and the USA

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

09.30 Digital Marketing in Europe: The impact of the EU Privacy and Electronic Communications Directive

Nicholas Graham, Solicitor, Denton Wilde Sapte, London

10.15 Privacy Protection for Marketing in the USA: A progress report

Ronald L. Plesser, Partner, Piper Rudnick, Washington DC

International Data Protection Law

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

11.30 How IMS Health assesses the risks for its business and manages privacy across multiple jurisdictions in North and Latin America

Anita Fineberg, IMS Health, Corporate Counsel and Chief Privacy Officer, Ontario, Canada

12.00 The European Union Article 29 Data Protection Working Party's review of online authentication services: Perspectives from the European Commission and Microsoft

Diana Alonso Blas, Internal Market, European Commission, Brussels; Peter Fleischer, Senior Corporate Attorney, Microsoft, EMEA, Paris; and Jason Albert, Attorney, Covington & Burling, Brussels

12.30 Panel discussion on different approaches to managing privacy in a multinational company

Peter Hustinx, Raymond Tang, Francis Aldhouse, Anita Fineberg, Peter Fleischer and Jason Albert

13.00 Lunch in The Hall

UK Data Protection Law

Chair: *Dr. Robert Clark*, Associate Professor of Law, University College, Dublin and Consultant, Arthur Cox & Co., Dublin

14.00 Marketing using public registers

Jonathan Bamford, Assistant Commissioner, Office of the Information Commissioner, UK and *Caroline Roberts*, Legal Director, Direct Marketing Association

14.45 What if your compliance efforts fail? How to handle an inspection visit from the Information Commissioner and a subsequent prosecution of your directors, your staff and you

Shelagh Gaskill, Partner, Masons, London

International Data Protection Law

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

14.00 The Article 29 DP Working Party Unveiled: Role, achievements, and future plans

Peter Hustinx, Data Protection Commissioner, the Netherlands and *Diana Alonso Blas*, Internal Market, European Commission, Brussels

14.30 The new corporate rules option for transferring personal data from European Union member states to other countries

Peter Hustinx, Data Protection Commissioner, the Netherlands and *Francis Aldhouse*, Deputy Information Commissioner, UK

14.45 How Shell cut its legal risk, reduced bureaucracy and protects its personal data more effectively by pioneering the new corporate rules option

Han Kooy, Senior Legal Counsel, Shell International, The Hague, The Netherlands

15.05 Panel Session: Making the corporate rules option workable for companies and legally valid for Data Protection Authorities

Francis Aldhouse, *Peter Hustinx*, *Han Kooy*

15.30 Tea

16.00 Data Protection Act: Strategic direction and priorities

Richard Thomas, Information Commissioner, UK

17.00 Parallel Options

(1) Workplace testing: Alcohol, drugs and genetics

Eugene Oscapella, Associate Editor, *Privacy Laws & Business International Newsletter*, Ottawa, Canada

(2) The EU Draft Consumer Credit Directive: A new data protection regime for the European credit market?

Alasdair Warwood, Consultant, Hove, Sussex

(3) Software Demonstration: Using DataSmart software for Data Protection Act notification and audit trail management

Ekin Caglar, Managing Director, Sibilo, Manchester, UK

18.00 Close

18.15 Punting on the River Cam SPONSORED BY MORRISON & FOERSTER

18.45 Drinks

19.30 Dinner in The Hall

21.00 Rendezvous 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 9th)

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

Separate programme available from *Privacy Laws & Business* or visit www.privacylaws.com



www.privacylaws.com

Our website offers a wealth of information about our services, as well as useful links to other privacy sites:

- A more detailed and up to date conference timetable
- How to recruit data protection staff
- Consultancy
- Forthcoming PL&B conferences and workshops
- Information on PL&B's newsletters
- Compliance Audits

DAY 3 – WEDNESDAY JULY 9TH, 2003

07.30-08.45 Breakfast in The Buttery

08.30-13.00 Registration in the Fisher Building

09.00 Professional Development for Data Protection Managers

Put your questions to a panel. For example, how to persuade the CEO to make a public commitment to privacy; how to assess your budgetary needs; how to make the case for an adequate budget to top management; coping with a media crisis; managing data protection law issues related to remote workers; staff training

Martin Hoskins, Data Protection Manager, T-Mobile, UK; *Melanie Shillito*, VP, Data Privacy Officer, EMEA, JPMorgan Chase Bank, UK; *Trevor Hughes*, Executive Director, International Association of Privacy Professionals (IAPP), Maine, USA; and *Valerie Taylor*, Consultant, PL&B

09.30 Results of the European Commission's Review of the EU Data Protection Directive and a progress report on the 3rd country adequacy assessment programme

Diana Alonso Blas, Internal Market, European Commission, Brussels

10.00 The privacy challenges of mobile telecommunications records

Access by public authorities: How will the new regime work? Location based services: Drawing privacy boundaries

Simon Watkin and *Nigel Burrowes*, The Home Office, UK; *Jonathan Bamford*, Office of the Information Commissioner, UK; and *Martin Hoskins*, T-Mobile, UK; *Professor Colin Bennett*, University of Victoria, Canada

11.00 Coffee

Balancing the benefits and costs of a new data retention regime for communications data

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

11.20 Towards a Code of Practice for Voluntary Retention of Communications Data

Simon Watkin and *Nigel Burrowes*, The Home Office, UK

11.30 The communication providers' perspective

Jessica Hendrie-Liano, Partner, Beachcroft Wansboroughs, London and Chair, Internet Service Providers Association

11.40 The mobile telecommunications companies' perspective

Martin Hoskins, Data Protection Manager, T-Mobile, UK

11.50 The UK Information Commissioner's perspective

Jonathan Bamford, Assistant Commissioner, Office of the Information Commissioner, UK

12.00 Panel discussion with the above speakers

12.15 Privacy sensitive technologies: Addressing the concerns

Examples include biometric identifiers, cookies, web beacons and radio frequency identifiers

Trevor Hughes, Executive Director, IAPP, Maine, USA; and *Eduardo Ustaran*, Solicitor, Berwin Leighton Paisner, London

13.00 Lunch in The Hall

14.00 Microsoft's privacy strategy in Europe

Caspar Bowden, Senior Security and Privacy Officer, Microsoft EMEA

Platform For Privacy Preferences Project (P3P) Workshop

14.30 The role of P3P software in helping assess how a website is complying with privacy laws

Ari Schwartz, Associate Director, Center for Democracy & Technology, Washington DC

15.15 How well does P3P fit with European data protection law?

Diana Alonso Blas, Internal Market, European Commission, Brussels

16.00 Panel discussion

Trevor Hughes, *Caspar Bowden*, *Ari Schwartz*, and *Diana Alonso Blas*

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.

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 8th)

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

Separate programme available from *Privacy Laws & Business* or visit www.privacylaws.com

THURSDAY JULY 10TH, 2003

09.30-16.30 Meeting of the European Privacy Officers Network at the Garden House Hotel, Cambridge

Separate programme available from *Privacy Laws & Business* or visit 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.

Managing Risk Assessment

Mon 10.30 Chair's introduction: Transforming Risk Assessment into everyday compliance with Data Protection Law

Mon 10.45 The HBOS risk based approach to Data Protection Act compliance monitoring

Mon 11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Mon 12.15 How to prepare an impact assessment recommended by the Information Commissioner's Code on Monitoring at Work

Mon 14.00 Subject access requests in the context of an ongoing or potential dispute

Mon 16.45 Transforming information security risk into effective privacy management

Tues 09.00 Minimising privacy intrusion when designing surveillance systems

Tues 09.30 Congestion charging in London: Applying data protection law in practice

Tues 11.30 How IMS Health assesses the risks for its business and manages privacy across multiple jurisdictions in North and Latin America

Tues 12.30 Panel discussion on different approaches to managing privacy in a multinational company

Wed 12.15 Privacy sensitive technologies: addressing the concerns

Everyday compliance with the UK Data Protection Act 1998

Mon 12.15 Basic training: Introduction to the UK Data Protection Act 1998

Mon 12.15 The Information Commissioner's Code on Monitoring at Work

Mon 14.00 Subject access requests in the context of an ongoing or potential dispute

Mon 14.45 The way forward following consultations on subject access, sharing personal data with the public sector and other issues

Mon 17.30 Information meeting about establishing a Data Protection Audit User Group

Tues 09.00 Optimising ways of organising your staff training

Tues 09.30 Congestion charging in London: Applying data protection law in practice

Tues 14.00 Marketing using public registers

Tues 14.30 What if your compliance efforts fail? How to handle an inspection visit from the Information Commissioner and a subsequent prosecution of your directors, your staff and you

Tues 16.00 The UK Information Commissioner's strategic direction and priorities

Tues 17.00 Using DataSmart software for Data Protection Act notification and audit trail management

Wed 09.00 Professional Development for Data Protection Managers: Put your questions to a specialist panel

Wed 09.30 Results of the European Commissioner's review of the EU DP Directive

Wed 10.00 The privacy challenges of mobile telecommunications records

Wed 11.20 Balancing the benefits and costs of a new data retention regime for communications data

Everyday compliance with the UK Freedom of Information Act 2000

Tues 08.30 Demonstration: Fol Act video/computer training

Tues 10.15 The impact of the Fol Act on companies

Tues 11.30 Freedom of Information: UK Information Commissioner's progress report

Tues 12.00 Preparing for the Freedom of Information Act: The Ministry of Defence Programme

Tues 12.30 The Greater Manchester Freedom of Information Project

Everyday compliance with data protection laws outside the UK

Mon 11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Mon 12.15 Data protection law developments in Eastern Europe: Preparing for accession to the European Union

Mon 14.00 Working together towards a privacy aware society in Hong Kong

Mon 14.45 Towards effective implementation of the data protection law in the Netherlands

Mon 16.00 The European Code of Practice for the use of Personal Data in Direct Marketing: Negotiating a win-win situation

Tues 09.00 New Data Protection Act in Ireland

Tues 09.30 Digital Marketing in Europe: The impact of the EU Privacy and Electronic Communications Directive

Tues 10.15 Privacy Protection for Marketing in the USA: A progress report

Tues 11.30 How IMS Health assesses the risks for its business and manages privacy across multiple jurisdictions in North and Latin America

Tues 12.00 The EU Article 29 DP Working Party's review of online authentication services

Tues 12.30 Panel discussion on different approaches to managing privacy

Tues 14.00 The Article 29 DP Working Party Unveiled: Role, achievements, and future plans

Tues 14.30 The new corporate rules option for transferring personal data from European Union member states to other countries

Tues 14.45 How Shell cut its legal risk, reduced bureaucracy and protects its personal data more effectively by pioneering the new corporate rules option

Tues 15.15 Panel session: The corporate rules option

Tues 17.00 The EU Draft Consumer Credit Directive: A new data protection regime for the European credit market?

Wed 09.30 Results of the European Commission's Review of the EU Data Protection Directive and a progress report on the 3rd country adequacy assessment programme

Wed 14.00 Microsoft's privacy strategy in Europe

Wed 14.30 P3P Workshop: The role of P3P software in helping assess the extent to which a website is achieving compliance with privacy laws

Wed 15.30 How well does P3P fit with European data protection law?

Thursday All Day Meeting of the European Privacy Officers Network (Garden House Hotel, Cambridge)

Marketing

Mon 10.45 The HBOS risk based approach to Data Protection Act compliance monitoring

Mon 11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Mon 16.00 Negotiating the European Code of Practice for the use of Personal Data in Direct Marketing

Mon 17.30 How Watchfire software helps you monitor your website's compliance with data protection law

Tues 09.30 Digital Marketing in Europe: The impact of the EU Privacy and Electronic Communications Directive

Tues 10.15 Privacy Protection for Marketing in the USA: A progress report

Tues 11.30 How IMS Health assesses the risks for its business and manages privacy across multiple jurisdictions in North and Latin America

Tues 12.00 The EU Article 29 DP Working Party's review of online authentication services

Tues 12.30 Panel discussion on different approaches to managing privacy in a multinational company

Tues 14.00 Marketing using public registers

Wed 10.00 The privacy challenges of mobile telecommunications records

Wed 12.15 Privacy sensitive technologies: Addressing the concerns – examples of privacy sensitive technologies include biometric identifiers, cookies, web beacons and radio frequency identifiers

Wed 14.30 P3P Workshop: The role of P3P software in helping assess the extent to which a website is achieving compliance with privacy laws

Wed 15.30 How well does P3P fit with European data protection law?

Workplace Privacy

Mon 10.45 The HBOS risk based approach to Data Protection Act compliance monitoring

Mon 11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Mon 12.15 The Information Commissioner's Code on Monitoring at Work

Mon 14.00 Subject access requests in the context of an ongoing or potential dispute

Mon 14.45 The way forward following consultations on subject access, sharing personal data with the public sector and other issues

Tues 09.00 Optimising ways of organising your staff training

Tues 11.30 How IMS Health assesses the risks for its business and manages privacy across multiple jurisdictions in North and Latin America

Tues 12.30 Panel discussion on different approaches to managing privacy in a multinational company

Tues 17.00 Workplace testing: alcohol, drugs and genetics

Wed 09.00 Professional Development for Data Protection Managers: Put your questions to a specialist panel

Software and technology innovations to achieve everyday compliance with data protection law

Mon 17.30 How Watchfire software helps you monitor your website's compliance with data protection law

Tues 09.00 Minimising privacy intrusion when designing systems with surveillance potential

Tues 17.00 Using DataSmart software for Data Protection Act notification and audit trail management

Wed 12.15 Privacy sensitive technologies: Addressing the concerns – examples of privacy sensitive technologies include biometric identifiers, cookies, web beacons and radio frequency identifiers

Wed 14.00 Microsoft's privacy strategy in Europe

Wed 14.30 P3P Workshop: The role of P3P software in helping assess the extent to which a website is achieving compliance with privacy laws

Wed 15.15 How well does P3P fit with European data protection law?

Managing everyday compliance with data protection law

Mon 10.30 Chair's introduction: Transforming Risk Assessment Into Everyday Compliance with Data Protection Law

Mon 10.45 The HBOS risk based approach to Data Protection Act compliance monitoring

Mon 11.30 How Kodak manages privacy to comply with the law and protect the risk to its reputation in North America and Europe

Mon 12.15 Basic training for staff: Introduction to the UK Data Protection Act 1998

Mon 14.00 Subject access requests in the context of an ongoing or potential dispute

Mon 14.45 The way forward following consultations on subject access, sharing personal data with the public sector and other issues

Mon 16.45 Transforming information security risk into effective privacy management

Mon 17.30 Information meeting about establishing a Data Protection Audit User Group

Mon 17.30 How Watchfire software helps you monitor your website's compliance with data protection law

Tues 09.30 Congestion charging in London: Applying data protection law in practice

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Tues 17.00 Using DataSmart software for Data Protection Act notification and audit trail management

Wed 09.00 Professional Development for Data Protection Managers: Put your questions to a specialist panel

Wed 10.00 The privacy challenges of mobile telecommunications records

Wed 11.20 Balancing the benefits and costs of a new data retention regime for communications data



Invitation to join the 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 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*

The European Privacy Officers Network:

- ▶ has established a network of Privacy Officers, with European and/or worldwide data protection/privacy compliance interests and roles, and
- ▶ assists with issues of national and international data protection law compliance faced by companies trading in more than one country.

ROUNDTABLE WITH SPAIN'S NEW DP COMMISSIONER

The most recent EPON meeting took place in Madrid on April 29th and took the form of a roundtable discussion with Spain's new Data Protection Commissioner, Professor Dr. Piñar Mañas and his senior staff. Spain has one of the most stringent enforcement systems in the EU. The meeting examined Spain's approach to enforcement, direct marketing and cross-border data transfers.

The agenda included an introduction to Spain's data protection law by Senor Javier Fernández-Samaniego, Attorney, Linklaters, Madrid. He provided an outline of the law and regulations; the differences between Spain's data protection law and the EU Data Protection Directive; Spain's Security Measures Regulations; and Spain's enforcement policy.

THE NEXT EPON MEETING

The next scheduled EPON meeting will take place on July 10th, 2003 at the Garden House Hotel, Cambridge. Future meetings will include roundtables with other Data Protection Commissioners.

PL&B'S SECRETARIAT ROLE

1. Initial promotion and establishment of the group
2. Organising members' e-mail network/document distribution
3. Organising venues/agendas in agreement with members/invitations to members
4. Meeting co-ordination/registration
5. Inviting speakers
6. Reporting on meetings
7. Provision of expertise for meetings
8. Drafting of position documents, as required
9. Making appointments for meetings with regulators and policy makers
10. "First Aid" enquiry/referral service on international data protection/privacy law issues

Membership Fee 3 meetings and papers

£1,000 plus VAT
1,500 Euros plus VAT
or US \$1,600 plus VAT

EPON PARTICIPANTS INCLUDE:

- Accenture
- Arnold & Porter
- Barclays Bank
- BP
- Covington & Burling
- Ernst & Young
- HBOS
- Hewlett Packard
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- Investec Bank
- JPMorgan Chase Bank
- Kodak
- Linklaters
- Masons
- MBNA Europe Bank
- Procter & Gamble
- Prudential

The PL&B Newsletters

The PRIVACY LAWS & BUSINESS International Newsletter has provided, since 1987, a comprehensive information service on data protection and privacy issues and news from over 50 countries. Subscribers benefit from a unique international network of companies, public sector organisations and Data Protection Authorities.

The newsletter provides added value by its sole focus on data protection law and practical implications for your operations. Readers gain from the writers' and editors' regular contact with the most important decision-makers worldwide. We often feature a corporate story on how specific organisations have tackled a range of privacy compliance issues. The newsletter is more than a news service. Together with its e-mail updates, subscribers gain an all round information service which may be enhanced by easy access to our specialist staff.

The Privacy Laws & Business UK Newsletter, launched in December 2000, offers a similar service but ranges beyond the Data Protection Act to include the Freedom of Information Act, related aspects of the Human Rights Act and the Regulation of Investigatory Powers Act. It also covers Jersey, Guernsey and the Isle of Man.



Free sample issue available on request. For full details of subscription costs to either newsletter visit our website, contact us on +44 (0)8423 1300 or info@privacylaws.com

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 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.

ELECTRONIC OPTION

The newsletter is available, for an additional site license 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.

Data Protection Audit Workshop

The Information Commissioner has published the *Guide to Data Protection Auditing* on CD-ROM – available from his office. It aims to help organisations holding personal information to carry out data protection compliance audits using a standard methodology.

Privacy Laws & Business has arranged a workshop on July 8th/9th in Cambridge, and September 15th/16th in London, to explain how to use the audit methodology 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

Registration Form

(For more than one person, photocopy this form)

Name:

Position:

Organisation:

Address:

Postcode:

Tel: Fax:

E-Mail:

Signature: Date:

Special Diets:

16th Annual Conference

(For college accommodation please tick separate box below)

Days Attending Conference:

Mon July 7th Tues July 8th Wed July 9th

3 Day Conference, Papers & CD-Rom *including all meals for the duration of the conference* **£1,350.00 plus VAT (£1,586.25)**

2 Day Conference, Papers & CD-Rom *including all meals for the selected two days* **£1,025.00 plus VAT (£1,204.37)**

1 Day Conference, Papers & CD-Rom *including lunch* **£515.00 plus VAT (£605.12)**

St John's College Accommodation *including breakfast* **£65.00 plus VAT (£76.37) per night**

Sun July 6th Mon July 7th Tues July 8th (tick nights)

St John's College Dinner *Sun 6th July* **£35.00 plus VAT (£41.12)**

Conference Papers and Post Conference Reports *on CD-Rom for non participants.* **£190.00 plus VAT (£223.25)**

For hotels close to the college see www.privacylaws.com/conferences

Data Protection Audit Workshop

(Separate flyer available from the PL&B office or on www.privacylaws.com)

2 Day Data Protection Audit Workshop at St John's College & Papers *July 8th/9th* **£1,000.00 plus VAT (£1,175.00)**

European Privacy Officers Network

(Separate flyer available from the PL&B office or on www.privacylaws.com)

Thursday July 10th at the Garden House Hotel, Cambridge

I wish to attend the EPON meeting *on a trial basis with meeting report, including lunch* **£333.00 plus VAT (£391.27)**

I wish to attend the EPON Meeting *with meeting report, including lunch* **I am an EPON member (fee already paid)**

I wish to join EPON *which covers 3 meetings a year and meeting reports* **£1,000.00 plus VAT (£1,175)**

Dinner at the Garden House Hotel, Cambridge *on Wednesday July 9th* **£35.00 plus VAT (£41.12)**

Dinner and accommodation at the Garden House Hotel *on Wednesday July 9th including breakfast on Thursday July 10th* **£120.00 plus VAT (£141.00)**

For hotels close to the college see www.privacylaws.com/conferences

Payment Options

Please note that to secure your registration, you must either make your *payment* or send a *purchase order* by May 31st 2003. 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 £15.00 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:

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

To reserve a *parking place* at the college

Your Car Registration No.:

Discounts: Discounts are available for additional participants from the same organisation who register together. A 5% discount on the second participant's fee and a 10% discount on the third (excluding accommodation and dinners on July 6th and 9th).

Additional Notes: If you have not received an *acknowledgement* of booking within 14 days together with a VAT invoice please contact us (our VAT number is 505 3809 59). *Substitutions* may be made at any time but our office must be informed. *Cancellations* must be made in writing before June 6th 2003 and are subject to a £205.00 administration fee, but you will be sent a full set of papers on CD-Rom after the conference. After this date, full fees apply. No reductions will be made for meals which are not taken.

Data Protection Notice: *Privacy Laws & Business* will not pass your contact details to others without your consent. Please indicate if you do *not* wish to receive further information about: our recruitment service our other products and services.

Please return this form to: Conference Coordinator, Privacy Laws & Business, Raebarn House, 100 Northolt Road, Harrow, Middlesex HA2 0BX, UK. e-mail: sales@privacylaws.com Tel: +44 (0)20 8423 1300 Fax: +44 (0)20 8423 4536