

now includes detailed
TIMETABLE

Developing Successful Privacy Relationships



"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

15TH ANNUAL INTERNATIONAL Conference

July 1st-3rd 2002, St. John's College, Cambridge, UK

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

CONFERENCE PROGRAMME

17 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.

PRACTICAL SESSIONS

By attending this conference, you will gain the knowledge and skills to enhance your role as a data protection/privacy professional. Drawing together leading privacy experts and practitioners from around the world, the conference will include the following themes:

- ▶ Balancing privacy relationships and business needs
- ▶ Practical application of key data protection laws around the world
- ▶ Transborder data flow issues: Safe Harbor principles/model contracts
- ▶ Integrating good privacy practices into marketing activities
- ▶ Managing online relationships
- ▶ Using privacy enhancing software to effectively manage relationships
- ▶ Understanding privacy implications of emerging technologies
- ▶ Explaining tensions between the FOI and Data Protection Acts
- ▶ Auditing your organisation effectively for privacy compliance

THE ESSENTIAL EVENT

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.

15TH ANNUAL INTERNATIONAL Conference

July 1st-3rd 2002, St. John's College, Cambridge, UK

THIS YEAR'S PROGRAMME focuses on developing and managing privacy relationships. Successful privacy relationship management can do more than give your organisation a competitive advantage. Ultimately you can help your organisation build value through better management of your relationships with customers, prospects, employees and other groups, all of whom have different privacy expectations.

We invite you to participate in the conference, held at the beautiful St John's College, Cambridge from July 1st-3rd. This year we offer a new option of attending an audit workshop on July 3rd/4th or a meeting of the *European Privacy Officers Network* on July 4th. You can find further details of the sessions online at www.privacylaws.com.

THE CONFERENCE PROVIDES

- ▶ A well balanced programme finely attuned to your needs, covering current and future issues, and also clarifying the actions your organisation may need to take to ensure compliance with the law
- ▶ Speakers will include managers, Data Protection Authorities, and lawyers
- ▶ Optimum time and space to network not only with colleagues in other organisations but also with staff from Data Protection Authorities from several countries who are eager to discuss issues informally with you
- ▶ 17 Continuing Professional Development Hours

DAY 1 – MONDAY JULY 1ST, 2002

09.00-18.00 Registration in the Fisher Building

10.00 Coffee

10.30 Chairman's introduction: Developing successful privacy relationships

Stewart Dresner, Chief Executive, Privacy Laws & Business

10.45 Building value through better privacy relationships

Peter Cullen, Corporate Privacy Officer, Royal Bank of Canada, Toronto

11.30 Defining the boundaries of privacy in the United Kingdom: The new law

Simon Chalton, Solicitor and Consultant, Bird & Bird, London

12.00 Parallel Options

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

Compliance Officers, Office of the Information Commissioner, UK

(2) Records management in the DPA/FOI era: Lessons from the public and private sectors

Kelvin Smith, Consultant, Public Records Office, London and Alison North, Managing Director, FileBusters, London

(3) Marketing via your website while protecting visitors' personal data

Susan Singleton, Solicitor and Associate Editor, Privacy Laws & Business UK Newsletter

13.00 Lunch in The Hall

14.00 France's new data protection bill

Michel Gentot, President, CNIL, Paris

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

The Data Protection Act and Freedom of Information Act: Co-existence or Tension? Part 1

Chair: Maurice Frankel, Director, FOI Campaign, London

14.45 How the UK's Freedom of Information laws will impact the public and private sectors

David Goldberg, deeJgee Research/Consultancy,

Co-convenor, Campaign for Freedom of Information in Scotland

15.00 The FOI/DPA interface: Biased towards confidentiality?

Graham Smith, Deputy Information Commissioner, UK

15.15 Law enforcement: An insatiable demand for personal data?

Gordon Elliott, Data Protection and Freedom of Information Manager, Northern Constabulary, Scotland

15.30 Tea

The Data Protection Act and Freedom of Information Act: Co-existence or Tension? Part 2

Chair: Maurice Frankel, Director, FOI Campaign, London

16.00 Can public authorities disclose personal data in the public interest?

Maurice Frankel, Director, FOI Campaign, London

16.15 Privacy and Freedom of Information: My experience of resolving the conflicts

Dr David Flaherty, Consultant and former Information & Privacy Commissioner, British Columbia, Canada

16.30 Panel discussion

David Goldberg, Graham Smith, Gordon Elliott, Maurice Frankel, Dr David Flaherty

International data protection law

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

14.45 Spain's Law on Protection of Personal Data and data security regulations

Javier Fernandez-Samaniego, Attorney, Linklaters & Alliance, Madrid

UK data protection law

Chair: Nicola McKilligan, Principal Consultant, Privacy Laws & Business

16.00 Impact of the Data Protection Act on professional services firms

Francis Kean, Solicitor and Partner, Barlow, Lyde & Gilbert, London

16.45 How data protection law is developing in Europe: the EU Data Protection Directive; harmonising data protection rules for employee data; the EU E-communications Draft Directive

Susan Binns, Director, Data Protection, Internal Market Directorate General, European Commission, Brussels. Chair: Stewart Dresner, Chief Executive, PL&B

17.45 Open Forum

Participants may volunteer to lead a discussion on any privacy/FOI issue not covered elsewhere on the programme (5 rooms available)

18.15 Close and Guided Walks

18.45 Drinks

19.30 Dinner in The Hall

DAY 2 – TUESDAY JULY 2ND, 2002

07.30-08.45 Breakfast in The Buttery

08.30-17.30 Registration in the Fisher Building

09.00 Parallel Options

(1) Criminal Records Bureau Update: Next Steps

Chris Cadman, Policy Manager, Criminal Records Bureau, Liverpool, UK

How the Information Commissioner's Employment Practices Code addresses criminal records

David Smith, Assistant Information Commissioner, UK

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

Compliance Officers, Office of the Information Commissioner

Training and communication

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

09.45 How Marks & Spencer developed an awareness programme for its financial services staff

Amanda Finch, Information Security Manager, and Carol Penny, Compliance Manager, Marks & Spencer

10.15 Sharon Gould's Diary: A day in the life of a data protection manager

Sharon Gould, Data Protection Manager, Royal Society for the Prevention of Cruelty to Animals

Alternative solutions for lawful international transfers of personal data from EU countries

Chair: *Professor Chris Reed, Centre for Commercial Law Studies, Queen Mary, University of London; Of counsel, Tite & Lewis, London*

09.45 Chair's introduction

10.00 The European Commission's use of its powers to facilitate transfers to non-EEA countries:

Model contracts/adequacy, including US Safe Harbor

Susan Binns, Director, Data Protection, Internal Market Directorate General, European Commission, Brussels

10.30 Successfully managing international privacy relationships despite the problems of Safe Harbor or model contracts

Professor Joel Reidenberg, Fordham University Law School, NY, USA

11.00 Coffee

UK Data Protection Act

Chair: *Stewart Dresner, Consultant, PL&B*

11.30 Using the Data Protection Act as a weapon in litigation

Daniel Pavin, Solicitor, Taylor Joynson Garrett, London

12.00 Information security issues at Air Products Europe and how ISO 17799 can help

Arnie Bates, Information Security Manager, Air Products Europe

12.30 How to conduct a successful data protection audit

Dr. Hayden Kendler, Principal Auditor, PL&B

UK Freedom of Information Act

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

11.30 Criteria for approval of publication schemes under the Freedom of Information Act

Graham Smith, Deputy Information Commissioner, UK

Alternative solutions for lawful international transfers of personal data from EU countries

Chair: *Professor Chris Reed, Queen Mary, University of London; Of counsel, Tite & Lewis, London*

11.30 Accenture's global data privacy policy as an alternative solution for lawful international transfers of personal data

Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture

12.00 How BP makes its global data protection policy a working reality

Mark Keddle, Data Protection Coordinating Manager, BP

12.30 Panel discussion

13.00 Lunch in The Hall

Privacy and data sharing across the public services

14.00 Privacy and Data Sharing: The way forward for public services

Rob Lloyd-Jones, Team Member, Privacy & Data Sharing Project, Performance & Innovation Unit, Cabinet Office, UK

14.30 Advisory group responses to the Privacy and Data Sharing report

(1) The Information Commissioner's perspective

David Smith, Assistant Information Commissioner, UK

(2) The way forward for public services?

Professor Charles Raab, School of Social & Political Studies, University of Edinburgh

15.00 The risks of data sharing: Can it truly be 'informed'?

Dr David Flaherty, Consultant and former Information & Privacy Commissioner, British Columbia, Canada

15.20 Data sharing between local government and other public sector agencies

Eduardo Ustaran, Solicitor, Berwin Leighton Paisner, London
Adrienne Walker, Data Protection Officer, Corporate Performance Branch, Greater Manchester Police
A local government officer (name to be confirmed)

Financial services

Chair: *Simon Chalton*, Solicitor and Consultant, Bird & Bird, London

14.00 Exploring the tension between the UK Money Laundering Regulations and Data Protection Act

The Treasury's guidance: How will it work?

Francis Aldhouse, Deputy Information Commissioner, UK
Christopher Rees, Partner and Solicitor, *Kate Brimsted*, Solicitor, *Herbert Smith*, London

15.00 How the Royal Bank of Scotland manages its manual files and responds to access requests

Richard Boase, Senior Policy Consultant, Conduct of Business, The Royal Bank of Scotland Group

15.30 Panel discussion

Developing successful privacy relationships using smarter marketing

14.00 Introduction

Nicola McKilligan, Principal Consultant, PL&B

14.15 How British Airways integrates its privacy policy with its global marketing and enhances its relationship with customers to achieve maximum lifetime value

Brian Duxon, Information Security Manager and *Paul Byrne*, Principal Information Security Analyst, British Airways

14.45 How global companies navigate the demands of different data protection laws while still developing consumer relationships

Barbara Wellbery, Partner, Morrison & Foerster, Washington DC

15.05 The Information Commissioner's perspective

The Office of the Information Commissioner, UK

15.25 Panel discussion

16.00 Tea

15.45 Tea

15.45 Tea

16.15 Privacy Enabling Technology: Microsoft's vision of privacy and its relevance in trustworthy computing

John Noakes, .NET Policy and Regulatory Affairs Manager, Microsoft UK
Commentator: *Professor Joel Reidenberg*, Fordham University Law School, New York, USA
Chair: *Professor Chris Reed*, Queen Mary, University of London; Of counsel, Tite & Lewis, London

17.30 Parallel Options

(1) European Privacy Officers Network (EPON) Information Meeting

David Trower, Chair, the European Privacy Officers Network, and Chief Privacy Officer, IMS
Stewart Dresner and *Sandra Kelman*, Privacy Laws & Business, EPON Secretariat

(2) Open Forum

Participants may volunteer to lead a discussion on any privacy/FOI issue not covered elsewhere on the programme (4 rooms available)

18.00 Close

18.15 Punting on the River Cam

18.45 Drinks

19.30 Dinner in The Hall



www.privacylaws.com

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

- 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 range of newsletters
- Audits

DAY 3 – WEDNESDAY JULY 3RD, 2002

07.30-08.45 Breakfast in The Buttery

08.30-13.00 Registration in the Fisher Building

09.00 Data protection surgery: put your questions to a specialist panel
Chair: *Stewart Dresner*, Chief Executive, *Privacy Laws & Business*
Dr David Flaherty, Consultant and former Information & Privacy Commissioner, BC, Canada
Nicola McKilligan, Principal Consultant, *PL&B*
David Trower, Data Protection Manager, *IMS*, Chair of the European Privacy Officers Network

09.00 Practical subject access under the UK Data Protection Act 1998
Sandra Kelman, Consultant, *Privacy Laws & Business*

Protecting privacy in a mobile society

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

09.30 The new legal framework
Christopher Millard, Solicitor & Partner, *Linklaters*, London

09.45 Compliance and beyond: Working towards global marketing on the move
Patrick Walshe, Data Protection Manager, *Vodafone* and Chair, *Mobile Industry Data Protection Forum*

10.15 Managing opt-ins and opt-outs to ensure compliant e-mail and text message marketing
Douglas Mellor, Commercial Director, *Integrated Business Management Solutions*, *Qinetiq*, *Malvern*, UK

10.25 Wireless footprints: the Information Commissioner's perspective
Francis Aldhouse, Deputy Information Commissioner, UK

11.00 Coffee

11.30 The Information Commissioner's Employment Practices Code
David Smith, Assistant Information Commissioner, UK

12.30 Lunch

Protecting privacy relationships and consumers' identity

Chair: *Nicola McKilligan*, Principal Consultant, *Privacy Laws & Business*

13.30 Chair's introduction: Aspects of customers' identity and how to protect it

13.45 Facing the challenge of identity theft
Eugene Oscapella, Solicitor and Barrister, Associate Editor, *Privacy Laws & Business International Newsletter*

14.00 Anonymising Personal Data: An international review
Dr. Ian Walden, Head of IT Law Unit, *Centre for Commercial Law Studies*, *Queen Mary*, *University of London* and Consultant, *Baker & McKenzie*, London

14.30 How Halifax Bank of Scotland strengthens trust by satisfying customers' concerns over confidentiality
Moray Wilson, Group Data Protection Policy Manager, *Bank of Scotland*, *Edinburgh*

15.00 Panel discussion

15.30 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 1
All day parallel session (must be pre-booked with Day 2 on July 4th at the Royal Cambridge Hotel)
Dr. Hayden Kendler, Principal Auditor, *Privacy Laws & Business*
Separate programme available from *Privacy Laws & Business* or visit www.privacylaws.com

THURSDAY JULY 4TH, 2002 (ROYAL CAMBRIDGE HOTEL)

Parallel Options

09.00 (1) How to use the Information Commissioner's Data Protection Audit Manual: Day 2
Dr. Hayden Kendler, Principal Auditor, *Privacy Laws & Business*

09.30 (2) Meeting of the European Privacy Officers Network (programme to be announced)
Separate programme available from *Privacy Laws & Business* or visit www.privacylaws.com

EXHIBITION SPACE

This year we have allocated space adjacent to the conference auditorium, for companies wishing to demonstrate their products and services which will assist in managing privacy relationships.

This conference provides a unique opportunity for you to have direct contact with key data protection decision-makers at Europe's largest international data protection event.

Sponsorship opportunities are available for exhibition stands, lunches, evening receptions and documentation packs. For further information, contact Kevin Considine at kevin@privacylaws.com

Previous participants

at PL&B conferences include:

- Abbey National
- American Express
- AT&T
- Barclays
- British Airways
- British Gas
- British Petroleum
- British Telecom
- Cellnet
- Citibank
- Dun & Bradstreet
- Experian
- Fidelity
- Federal Express
- Ford Credit
- General Motors
- Glaxo Wellcome
- GRE
- HBOS
- Hoechst
- IBM
- ICI
- KPMG
- Marks & Spencer
- Microsoft
- Motorola
- Oracle
- PWC
- Prudential
- Reuters
- Royal & Sun Alliance
- Shell
- Privacy Regulators
- DP Authorities
- European Union
- OECD
- Charities
- Public Sector

"As usual this is the one conference in the year that is 'must attend'. The range of speakers and delegates is unparalleled, as is the range of debate."

DAVID BOOTH, HM PRISON SERVICE

"Very informative, it asked and answered some interesting questions. The quality of the presentations was very high."

SUZANNE RODWAY, LINKLATERS

"Excellent conference – great value for money."

PRICEWATERHOUSECOOPERS

"Speakers and content very informative and topical... materials excellent, location excellent... well done!"

PAT HIORNS, GREATER MANCHESTER POLICE

"Excellent, well-rounded conference with quality speakers from UK, EU and the USA, with a good mix of delegates from the public and private sectors."

ALISON PANNELL, CALLCREDIT PLC

"Being new to data privacy, I learned a huge amount."

ORACLE CORPORATION

Data Protection Audit Workshop

On January 9th, 2002, Elizabeth France, the Information Commissioner published her *Guide to Data Protection Auditing* on CD-ROM which is available from her office. It aims to help any organisation holding personal information to carry out data protection compliance audits.

As a result, *Privacy Laws & Business* has arranged a workshop on July 3rd and 4th in Cambridge to explain how to use the audit methodology to maximum advantage. Using the manual will help you collect and analyse the evidence to assess for yourself the extent of your compliance with the Data Protection Act and to decide 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

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

INTEGRATING PRIVACY LAWS INTO GOOD BUSINESS PRACTICE

The European Privacy Officers Network

Privacy Laws and Business invites you to join the European Privacy Officers Network (EPON)

Privacy Laws and Business has developed the EPON concept with several multinational companies.

EPON'S AIMS

► to establish a network of Privacy Officers, with European and/or worldwide data protection/privacy compliance interests and roles, and

► to assist with issues of national and international data protection law compliance faced by companies doing business in more than one country.

WHO CAN JOIN?

Membership of EPON is open to Privacy/Data Protection professionals working for organisations operating in

more than one country. Members will have European responsibilities for privacy, which may be part of wider regional or worldwide functions.

The next meetings are April 24th in London and July 4th in Cambridge. For further information, contact Sandra Kelman: sandra@privacylaws.com

INTERNATIONAL CONFERENCE 2002 REGISTRATION FORM

Personal Details

(For more than one person, photocopy this form)

Name:

Position:

Organisation:

Address:

Postcode:

Tel: Fax:

E-Mail:

Signature: Date:

Special Diets:

Conference Registration

(For college accommodation please tick separate box below)

Days Attending: *Mon Tues Wed Thur* (PLEASE CIRCLE)

2 Day Conference plus 2 Day Audit Workshop*, Papers & CD-Rom *excluding accommodation, including all meals* **£1,750.00 plus VAT (£2,056.25)**

3 Day Conference, Papers & CD-Rom *excluding accommodation, including all meals* **£1,250.00 plus VAT (£1,468.75)**

2 Day Conference, Papers & CD-Rom *excluding accommodation, including all meals* **£975.00 plus VAT (£1,116.25)**

1 Day Conference, Papers & CD-Rom *including lunch* **£490.00 plus VAT (£575.75)**

2 Day Audit Workshop & Papers *July 3rd/4th** **£1,000.00 plus VAT (£1,175.00)**

Conference Papers and Post Conference Reports *on CD-Rom for non participants.* **£205.00 plus VAT (£240.88)**

College Dinner *Sun 30th June* **£44.00 plus VAT (£51.70)**

Restaurant Dinner *Wed 3rd July* **£44.00 plus VAT (£51.70)**

College Accommodation *including breakfast* **£60.00 plus VAT (£70.50) per night**

Sun 30th June *Mon 1st July* *Tues 2nd July (tick nights)*

For hotels nearby see www.privacylaws.com/conferences

EPON Membership

EPON Membership, 3 Meetings per annum & Papers* *including lunches* **£1,000.00 plus VAT (£1,175.00)**

EPON Trial Membership July 4th, Meeting & Papers* *including lunch* **£333.00 plus VAT (£391.28)**

* July 4th Audit Workshop and EPON at Royal Cambridge Hotel

Payment Options

Please note that to secure your registration, you must either make your *payment* or send a *purchase order* by May 31st 2002. 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

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 3rd June 2002 and are subject to a £205 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.

To reserve a *parking place* at the college

Your Car Registration No.:

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: Ms Gill Ehrlich, Conference Coordinator, Privacy Laws & Business, Raebarn House, 100 Northolt Road, Harrow, Middlesex, HA2 0BX, UK. e-mail: gill@privacylaws.com Tel: +44 (0)20 8423 1300 Fax: +44 (0)20 8423 4536