



14TH ANNUAL INTERNATIONAL **Conference**

July 2nd-4th 2001, St. John's College, Cambridge, UK

Making Privacy A Competitive Advantage

WHO SHOULD ATTEND

- ▶ data protection managers
- ▶ chief privacy officers
- ▶ freedom of information managers
- ▶ advisers & trainers
- ▶ company secretaries
- ▶ lawyers
- ▶ information systems, data security & database managers
- ▶ auditors

CONFERENCE PROGRAMME

17 CONTINUING PROFESSIONAL DEVELOPMENT HOURS



14TH ANNUAL INTERNATIONAL Conference

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IF YOU OR YOUR ORGANISATION have until now regarded data protection as a necessary legal requirement or, frankly, a regulatory burden, it is time to think again.

Increasingly, forward looking organisations are starting to regard data protection laws as a way to achieve a new relationship with both customers, prospects and, indeed, their staff. Those organisations which can find a smooth path through the complex laws and regulations will be in a position to make privacy a competitive advantage. This conference will help you by drawing on the expertise of world class presenters.

This conference will offer you the best possible investment of your time and money to help you achieve the return of making privacy a competitive advantage for *your* organisation. You will also have the opportunity to learn about the Freedom of Information Act.



WHO SHOULD ATTEND

This conference is for both experienced data protection managers/advisers and those newly responsible for compliance with data protection law. It provides a unique combination of professional development and international peer group networking and will be of value to public and private sectors.

THE ESSENTIAL EVENT

Privacy Laws & Business annual residential conferences are recognised as the key events in the international data protection/privacy law calendar. These conferences are the best international networking opportunity for data protection managers and the regulatory authorities. You are sure to gain professionally, hear and meet world class speakers, scan the horizon for emerging issues and enjoy the unique summer school atmosphere.

CONFERENCE OBJECTIVES

The conference will familiarise you with the latest developments in UK and international data protection law to explain what action your organisation needs to take to ensure compliance and combine it with good business practice. An ideal opportunity to meet key international policy makers.

THE CONFERENCE PROVIDES

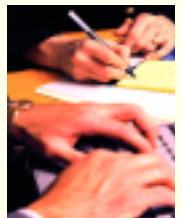
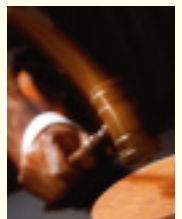
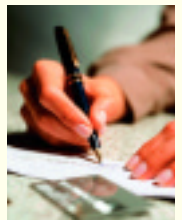
- ▶ A well balanced programme finely attuned to your needs covering not only current issues but also those which will demand your attention in the future
- ▶ 40 speakers from nine countries including managers, Data Protection Authorities, and lawyers
- ▶ Optimum time and space to network not only with colleagues in other organisations but also with staff from Data Protection Authorities from at least seven countries who are eager to discuss issues informally with you
- ▶ Outstanding value for money for this 3 day residential conference, also available for 1 or 2 days
- ▶ 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.

Pictured left: St John's Dining Hall



DAY 1 – MONDAY JULY 2ND, 2001

9.00-18.00 Registration in the Fisher Building

10.00 Coffee

10.30 Chairman's introduction: Making privacy a competitive advantage

Stewart Dresner, Chief Executive, Privacy Laws & Business

10.45 Preparing for the Freedom of Information Act in government departments, executive agencies and other public bodies: Getting organised, problems to overcome and changing the culture.

The Home Office's review of the Data Protection Act 1998

Lee Hughes, Head, Data Protection and Freedom of Information Unit, The Home Office, London

11.45 Parallel Options

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

Compliance Officers, Office of the Information Commissioner, UK

(2) Manual records: Countdown to October 2001

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

(3) Data protection law in Italy: Hints and suggestions

Rosario Imperiali, Attorney and Principal, Gruppo Imperiali, Milan, Italy

12.45 Lunch in The Hall

Employee monitoring and surveillance

14.00 Every move you make: Employee monitoring and surveillance practices in the USA

Robert Ellis Smith, Publisher, Privacy Journal, Providence, USA

14.45 The United Kingdom's Code of Practice: *The Use of Personal Data in Employer/Employee Relationships* – employee monitoring, surveillance, alcohol, drug and genetic testing

David Smith, Assistant Information Commissioner, UK

15.30 Tea

16.00 The new system for employers to access prospective employees' criminal records

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

16.45 The employer/employee relationship: Internet and e-mail policies

Shelagh Gaskill, Solicitor and Partner, Masons, London

17.30 A practical guide to integrating data protection into systems design – a project for the Information Commissioner, UK

Professor Linda Macaulay, Professor of Systems Design, Department of Computation, UMIST, UK

18.15 Close and Guided Walks

18.45 Drinks

19.30 Dinner in The Hall

New Data Protection Laws

14.00 Ireland

Joe Meade, Data Protection Commissioner, Dublin

14.45 The Netherlands

John Borking, Vice President, Registratiekamer, and Diana Alonso Blas, Senior International Officer, Registratiekamer, the Hague, the Netherlands

16.00 Canada

George Radwanski, Federal Privacy Commissioner, Canada

16.45 Germany

Dr. Ulrich Wuermeling, Lawyer and Partner, Wessing & Berenberg-Gossler, Frankfurt and co-editor, Datenschutz-Berater

DAY 2 – TUESDAY JULY 3RD, 2001

7.30-8.45 Breakfast in The Buttery

8.30-17.30 Registration in the Fisher Building

9.00 Parallel Options

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

Compliance Officers, Office of the Information Commissioner

(2) How a public authority is preparing for the Freedom of Information Act

Paul Simpkins, Data Protection Officer, Bradford City Council

(3) Data protection surgery: Put your questions on the Data Protection Act and related legislation to a panel of specialist lawyers

Peter Carey, Solicitor, Independent Consultant and Author of *Data Protection in the UK*

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

Margaret Tofalides, Solicitor and Partner, Addleshaw Booth & Co, London

(4) Belgium's new data protection law

Anne-Christine Lacoste, Legal Advisor, Data Protection Commissioner's Office, Belgium

Training and communication

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

9.45 Raising and maintaining the profile of data protection compliance within a constantly changing organisation

Naomi Powell, Data Protection Compliance Analyst, HFC Bank, Windsor

10.15 Establishing the data protection manager's role and developing an awareness and training programme

Edwina Withe, Data Protection Officer, Bracknell Forest Borough Council

International transfers of personal data

Chair: *Bojana Bellamy*, Principal Consultant, *Privacy Laws & Business*

9.45 How the European Commission determines adequacy

Fabrizia Benini, Data Protection Unit, Internal Market Directorate General, European Commission, Brussels

10.25 Candidate for Adequacy: The case for New Zealand

Blair Stewart, Assistant Commissioner, Office of the Privacy Commissioner, New Zealand

10.40 Brief comments from Germany and the UK on regulating data exports

Dr. Ulrich Wuermeling, Lawyer and Partner, Wessing & Berenberg-Gossler, Frankfurt

David Smith, Assistant Information Commissioner, UK

11.00 Coffee

Data security/Management

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

11.30 How *smile* Internet Bank achieved British Standard 7799 registration and marketing advantage

Martin Whitehead, Head, Information Security, Co-operative Bank, Skelmersdale

12.10 Organising your privacy information and knowledge resources

Iain McLeod, Managing Director, Easy i, Kenilworth, Warwickshire, and publisher of www.compliancezone.com

International transfers of personal data

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

11.30 Why are more ships not docking in the US Safe Harbour?

Robert Ellis Smith, Publisher, *Privacy Journal*, Providence, Rhode Island, USA

Marketing data

12.00 Safe Harbour: Hewlett Packard's privacy management plan

Barbara Lawler, Customer Privacy Manager, Hewlett Packard, Palo Alto, California, USA

Data security/Management (continued)

- 12.35** Providing a comprehensive solution to the challenge of Telephone Preference Service compliance
Richard Melling, Sales & Marketing Director, UK Data IT, Worcester

Human Resources data

- 12.30** How Philip Morris International developed and implemented a global privacy policy
Eric Taussig, Vice President and Associate General Counsel, Philip Morris International, New York, USA
- 12.45** Brief comments from the panel

13.00 Lunch in The Hall

Marketing

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

- 14.00** The challenge of collecting and using similar personal data for marketing in EU countries with different national laws
Margaret Tofalides, Solicitor and Partner, Addleshaw Booth & Co, London
- 14.30** The use of publicly available data for direct marketing purposes
Phil Jones, Assistant Information Commissioner, UK
- 15.00** Privacy protection for online and offline marketing data in the USA
Robert Belair, Attorney and Partner, Mullenholz, Brimsek & Belair, Washington DC and Editor, *Privacy & American Business*, Hackensack, New Jersey, USA

15.30 Tea

Telecommunications, mobile phones and global positioning systems

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

- 16.00** The EU Revised Telecommunications Directive and the EU Data Protection General Directive: Fruitful co-existence or recipe for tension?
Phil Jones, Assistant Information Commissioner, UK
- 16.30** Operating within the law: One 2 One's risk management approach
Martin Hoskins, Data Protection Manager, One 2 One
- 17.00** Reconciling consumer demands and industry needs within the framework of specific telecommunications/online data protection laws in Germany
Dr. Ulrich Wuermeling, Lawyer and Partner, Wessing & Berenberg-Gossler, Frankfurt

17.30 The need for a Europe-based International Chief Privacy Officers Forum
With contributions from Chief Privacy Officers Chair: *Bojana Bellamy*, *Privacy Laws & Business*

18.15 Close and Punting on the River Cam

18.45 Drinks

Public sector

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

- 14.00** Data protection rights and responsibilities in the drive towards e-Government
Stuart Lynch, Principal Compliance Officer, Metropolitan Borough of Wirral, UK and
Andy Dickinson, Data Protection Officer, West Yorkshire Police, UK
- 15.00** Meeting the data protection challenges in local government and reconciling the conflicts
Edwina Withe, Data Protection Officer, Bracknell Forest Borough Council

Freedom of Information: Countdown to Implementation

- 16.00** Chairman's introduction
James Michael, Director, Centre for Communications and Information Law, University College, London
- 16.10** How the Freedom of Information Act works in the USA:
Harry Hammitt, Publisher/Editor, *Access Reports*, Lynchburg, Virginia, USA
- 16.30** How the Freedom of Information Act 2000 will work in the UK
Elizabeth France, The Information Commissioner, UK
- 16.50** Freedom of Information Hypothetical Scenarios
with the above and *Maurice Frankel*, Director, Freedom of Information Campaign, London

19.30 Dinner in The Hall

DAY 3 – WEDNESDAY JULY 4TH, 2001

7.30–8.45 Breakfast in The Buttery

8.30–13.00 Registration in the Fisher Building

Integrating data protection and access to information

Chair: *Stewart Dresner, Privacy Laws & Business*

9.00 Towards integrated data protection and access to information practices in all sectors

Elizabeth France, The Information Commissioner, UK

e-Business and privacy

10.15 Introduction: The Internet and the e-business/privacy challenge

Chair: *Bojana Bellamy, Privacy Laws & Business*

10.25 An integrated European Union approach to online data protection:
Report of the Data Protection Commissioners' Internet Task Force

*Diana Alonso Blas, Senior International Officer, Registratiekamer, The Netherlands and
Anne-Christine Lacoste, Legal Advisor, Data Protection Commissioner's Office, Belgium*

11.00 Coffee

11.30 Building privacy into your website

Shelley Malhotra, Consultant, Privacy Laws & Business

11.45 How DoubleClick promotes targeted advertising and protects privacy on the Internet

Amanda Chandler, Director of Data Protection for Europe, DoubleClick International, Dublin, Ireland

12.10 Shades of Anonymity: Using software to protect your identity on the Internet

Austin Hill, Executive Vice President & Chief Strategist, Zero Knowledge Systems, Montreal, Canada

12.25 How Boots builds privacy into its website recognising it as good business practice

John Moxham, Information Risk Manager, Boots Company, Nottingham

12.50 Commentary and summary of action points for websites –
working within the framework of the UK's Data Protection Act

David Smith, Assistant Information Commissioner, UK

13.00 Lunch

Data Protection Auditing

Chair: *Stewart Dresner, Privacy Laws & Business*

14.00 How the Data Protection Auditing Manual will be used by the Information
Commissioner and represents good practice when used by data controllers

Elizabeth France, Information Commissioner, UK

14.15 The Netherlands approach to privacy auditing and the prospects for certification

John Borking, Vice President, Registratiekamer, the Hague, the Netherlands

14.45 Data protection auditing in Italy: Techniques and recommendations

Rosario Imperiali, Attorney and Principal, Gruppo Imperiali, Milan, Italy

15.00 How The London Clinic pioneered the UK Commissioner's Data Protection Audit Manual

Kathy Perkins, Medical Records Manager, The London Clinic, UK

16.00 Close

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

14th Annual International Conference 2001 Registration Form

Personal Details

(For more than one person, photocopy this form)

Name:

Position:

Organisation:

Address:

Postcode:

Tel: Fax:

E-Mail:

Signature:

Date:

Registration

(Please tick your choices)

Options 1-4 also include post conference reports on CD-Rom

1. Complete conference including two nights college accommodation, papers and all meals until the end of the conference. **£1200 plus VAT = £1410**

2. Monday 2nd & Tuesday 3rd July with one night's college accommodation, papers and all meals until the end of the sessions on Tuesday. **£900 plus VAT = £1057.50**

3. Tuesday 3rd & Wednesday 4th July with one night's college accommodation, papers and all meals until the end of the conference. **£900 plus VAT = £1057.50**

4. One day conference & papers with coffee, lunch and tea on that day. Please circle the day of your choice: Monday, Tuesday, Wednesday. **£450 plus VAT = £528.75**

5. Dinner on Sunday 1st July. **£40 plus VAT = £47**

6. *Additional* overnight accommodation on Sunday, Monday, or Tuesday, to include breakfast. Please circle the day of your choice. **£75 plus VAT = £88.13**

7. Conference papers and post conference reports on CD-Rom for non-participants. **£195 plus VAT = £229.13**

Please note: No reductions for accommodation or meals which are not taken.

Please return this form to: Ms Gill Ehrlich, Conference Coordinator, Privacy Laws & Business, Raebarn House, 5th Floor, 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 www.privacylaws.com CONPROG 4/01

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Payment Options

Please note that to secure your registration, you must either make your payment or send a purchase order by 4th June 2001. Until we receive your payment or purchase order, 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 card: American Express MasterCard
 Visa Barclaycard (additional 3.75% for card charges)

Card Name:

Credit card number:

Expiry date:

Card billing name and address if different from above:

Address:

Postcode:

Additional Notes

If you have not received an *acknowledgement* of booking within 14 days together with a receipted 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 4th June 2001 and will be subject to a £195 administration fee, but we will send you a full set of conference papers after the conference. After this date, full fees will apply.

If you require a *parking place* reserved at the college please write in your car registration number below:

Car Registration No.:

Special Diets:

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

**UK INFORMATION COMMISSIONER'S
HELP DESK**

Compliance Officers will run a help desk during the conference. This could be your opportunity to ask questions you would prefer not to ask in public!

What others think...

"Excellent conference – great value for money."

PRICE WATERHOUSE COOPERS

"Good range of subject covered and excellent organisation. Venue and food are very good."

RSPCA

"Excellent range of topics and speakers..."

BRITISH AIRWAYS

"Excellent as usual. Three days well spent on the latest trends and views in the data protection world."

LONDON BOROUGH OF TOWER HAMLETS

"A very useful event; raised more questions for me to research when I get back to the office. Good for building contacts for future reference – I'm not alone."

NATIONAL CRIMINAL INTELLIGENCE SERVICE

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

ORACLE CORPORATION

"It allows interaction between sectors that normally would not happen."

HM PRISON SERVICE

"Fabulous – don't go anywhere else."

NCM



For a more detailed version of the conference programme

visit: www.privacylaws.com

PRIVACY LAWS & BUSINESS CONFERENCE 2002
July 1st-3rd 2002 at St. John's College, Cambridge

Privacy Laws & Business clients include over 60% of the Financial Times UK Top 50 companies and half of the Fortune Top 20 global corporations.

Previous Participants

Representatives from all sectors in over 30 countries:

Abbey National
American Express
Association of British Insurers
AT&T
Barclays
Bank of Scotland
British Airways
British Gas
British Petroleum
British Telecom
Cellnet
Citibank
CGNU
Dun & Bradstreet
Experian
Federal Express
Ford Credit
General Motors
Glaxo Wellcome
Guardian Royal Exchange
Hoechst
IBM
ICI
KPMG
Marks & Spencer
Microsoft
Motorola
Price Waterhouse Coopers
Prudential
Reuters
The Royal Bank of Scotland
Royal & Sun Alliance
Shell
Data Protection Authorities
Privacy Commissioners
European Commission
OECD
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PRIVACY LAWS & BUSINESS
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INTEGRATING PRIVACY LAWS INTO GOOD BUSINESS PRACTICE