

The E-Privacy Regulations
enter into force on
DECEMBER 11TH 2003
the same day as this event

Successful E-Marketing within the new E-Privacy Regulations

Best practice and legal
advice on how to cope
with the new E-Privacy
Regulations and
maintain effective
marketing campaigns.



WHO SHOULD ATTEND

- ▶ Chief Privacy Officers
- ▶ Data Protection Managers
- ▶ Marketing Managers
- ▶ Data Protection Staff
- ▶ Compliance Managers
- ▶ Database Managers
- ▶ Customer Relationship Managers
- ▶ Lawyers & Legal Advisors
- ▶ Company Secretaries

ONE DAY DATA PROTECTION Conference

December 11th 2003, The Landmark Hotel, London

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

CONFERENCE PROGRAMME

6 CONTINUING PROFESSIONAL DEVELOPMENT HOURS



THE LANDMARK HOTEL
222 Marylebone Road, London NW1 6JQ

The Landmark Hotel is an impressive Victorian gothic building, located opposite Marylebone Station, 5 minutes' walk from Baker Street station and only a few minutes by underground from Paddington, Euston, Kings Cross and St. Pancras stations. It also has access to the M40, M4, M1 and M25.

CONFERENCE OBJECTIVES

This conference features many expert speakers – from the DTI, the Office of the Information Commissioner, leading law firms, consultancies and major corporations – who will show you how to conduct successful e-marketing and comply with the new regulations. You will learn how to both minimise the regulations' impact on your business and maintain good relationships with your customers and prospects.

Previous participants

at PL&B conferences include:

- Abbey National
- American Express
- AT&T
- Barclays
- British Airways
- British Gas
- British Petroleum
- British Telecom
- Citibank
- Dun & Bradstreet
- Ernst & Young
- Experian
- Federal Express
- Ford Credit
- Glaxo Wellcome
- 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

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ON SEPTEMBER 18TH, the government passed the Privacy and Electronic Communications (EC Directive) Regulations 2003. The new regulations, which come into force on December 11th, will have major implications for the way businesses market to customers and prospects across a range of new-media channels such as e-mail and SMS, multi-media messaging, and location-based mobile services.

While the new regulations aim to curb those disreputable companies which send out unsolicited junk mail, legitimate marketers will also be affected. Businesses will have to conduct a detailed examination of their marketing practices – how they obtain consent from customers, what products and services they are marketing, whether existing customer and prospect lists comply with the new regulations, and technical procedures for handling opt-outs and marketing preferences.

Companies that fail to comply with the new regulations face not only enforcement action from the Office of the Information Commissioner (OIC), but sanctions and negative judgments from the Advertising Standards Authority, as well as adverse publicity from an increasingly aware media.

But most importantly, non-compliant companies risk creating dissatisfied customers who are now very willing to take their business elsewhere. Recent figures from the OIC have shown that over 70 per cent of the UK public are now aware of their data protection rights. Maintaining the status of your corporate brand and establishing consumer loyalty through trust and responsible marketing has never been more important. As privacy and ethical marketing gains higher profile, businesses cannot ignore the new regulations.

Conference Programme

- 09.00** Registration and Coffee
- 09.25** Welcome and Introduction
Chair: Valerie Taylor, Consultant, Privacy Laws & Business
- 09.30** Introduction to the new regulations
Overview of the new e-privacy regulations and how they replace the previous Telecoms (Data Protection) Regulations
Update on European member states' implementation of the EU Directive on Privacy and Electronic Communications
Who will be tasked with enforcing the new regulations?
Mary Tait, Assistant Director, European E-Commerce and Communications Privacy, Department of Trade and Industry
- 10.00** E-mail marketing – the opt-in myth?
What are the new rules for e-mail marketing?
How can marketers obtain consumers' consent for marketing purposes?
How are 'similar products/services' defined?
How do the regulations define an 'existing customer'?
What changes need to be made to corporate privacy policies/data protection statements?
How will the new regulations affect the buying of marketing lists?
Nicholas Graham, Senior Solicitor, Denton Wilde Sapte
- 10.30** Legal and practical differences between B2B and B2C marketing
What are the rules for B2B marketing?
How do businesses distinguish between corporate/individual prospects?
What is the best practice/most efficient approach?
What impact will the impending Corporate Telephone Preference Service (TPS) have on the B2B marketing industry?
What internal changes need to be made in order to cope with the Corporate TPS, and what can businesses do to minimise the impact?
Tim Beadle, Director, Marketing Improvement
Caroline Roberts, Director of Public and Legal Affairs, Direct Marketing Association
- 11.15** Coffee
- 11.35** Marketing via mobile phones
How will mobile phone marketing change under the new regulations?
Practical issues for collecting personal data via mobile phones (providing opt-outs, links to data protection notices etc.)
Setting up a reliable system for handling opt-outs
Amanda Chandler, Data Protection Manager, Vodafone
- 12.05** Location-based services
How is location-based data covered in the new regulations?
What are the issues for mobile phone providers?
What are the data protection implications for businesses/advertisers working with mobile phone providers?
How will this affect corporate subscribers (for example, locating workers' whereabouts)?
Eduardo Ustaran, Solicitor, Berwin Leighton Paisner
- 12.35** Panel session on privacy compliant e-marketing
Questions from the floor to a panel of speakers on aspects of best practice and privacy compliant e-marketing
Mary Tait, Nicholas Graham, Caroline Roberts, Amanda Chandler
- 13.00** Lunch
- 14.00** How Warner Brothers Online is developing a globally compliant marketing strategy
How do multinationals handle marketing across many countries with varying privacy/data protection laws?
Developing a best practice approach to global marketing
Handling cross-channel marketing (eg. SMS, e-mail, phone, post) – how to keep track of consumer preferences
Building consumer preferences into CRM/marketing systems
Michael Lewis, VP & General Counsel, Warner Brothers Online
- 14.30** European marketing: The Federation of European Direct Marketing code of practice
Using the FEDMA code to operate a compliant marketing campaign across the EU
Provisions in the FEDMA code that are not addressed in the EU Data Protection Directive (eg. marketing to children)
Why should marketers consider using the code?
How the code will be enforced
Caroline Roberts, Director of Public and Legal Affairs, DMA
- 14.45** Adopting a compliant policy for website cookies
How do the new regulations apply to the use of cookies?
What cookie information should website operators be providing to customers (and where)?
What types of cookies are covered?
When can a company insist on using cookies before allowing consumers to access its website?
Handling web bugs/tracking technologies in e-mails
Barbara Newman, Senior Marketing Manager, New Media Services, Yell & Chair of the Interactive Advertising Bureau's Working Group on E-commerce and Privacy
- 15.15** Avoid being tagged with the 'spammer' label
Risks surrounding the sending out of bulk marketing e-mail and how marketers can reduce that risk
How much damage is spam causing to legitimate marketers and what initiatives are being taken to combat the problem?
Generating greater trust in your marketing campaigns
Tim Snape, Technical Director, West Dorset Internet Ltd & Chair, Law Enforcement Sub-Group, Internet Service Providers Association
- 15.45** Tea
- 16.05** How 'silent calls' through power diallers are driving away your customers
How 'silent' marketing calls are mistaken for nuisance calls and how nuisance call bureaux are handling the problem
The impact on companies' marketing prospects (eg. potential customers registering with the TPS)
How power-diallers are governed by the new regulations
Solutions to the problem of silent calls
Richard Melling, Sales & Marketing Director, UK Data IT
Steve Hadabora, Head of Nuisance Call Bureau, British Telecom
- 16.30** Enforcing the new privacy regulations
The Information Commissioner's enforcement powers and strategy for e-marketing under the new regulations
Which areas of e-marketing compliance is the Commissioner most likely to pursue?
How complaints are handled, assessed, pursued/investigated
Phil Jones, Assistant Commissioner, Information Commissioner's Office
- 17.00** Panel session on privacy compliant e-marketing
Your questions to a panel of speakers on best practice
Eduardo Ustaran, Tim Beadle, Michael Lewis, Phil Jones
- 17.15** Close

Find more information and buy online at www.privacylaws.com

PUBLICATIONS • CONFERENCES • CONSULTING • RECRUITMENT • TRAINING • COMPLIANCE AUDITS

INTEGRATING PRIVACY LAWS INTO GOOD BUSINESS PRACTICE

Why You Should Attend

This conference will provide a comprehensive range of best practice and legal advice, analysis and debate on:

- ▶ Lawfully collecting personal data under the new regulations
- ▶ Obtaining customer consent to receive marketing material while limiting the impact on marketing operations
- ▶ Buying marketing data from third party list providers
- ▶ Revising privacy policies and data protection statements under the new regulations
- ▶ Implementing a globally compliant marketing strategy
- ▶ Using cookies and other online tracking technologies legally
- ▶ Best practice approaches to compliant marketing
- ▶ How the Office of the Information Commissioner will approach enforcement of the regulations

Privacy Laws & Business consistently produces leading events in the specialised privacy area which are outstanding value for money.

FORTHCOMING EVENTS

- ▶ Ireland's New Data Protection Act – Practical Steps Towards Compliance
Dublin – November 11th, 2003
- ▶ Data Protection Act Basic Training
Edinburgh – November 26th, 2003
London – December 17th, 2003
- ▶ European Privacy Officers Network Roundtable with Italy's Data Protection Commissioner and his senior staff
Rome – November 27th, 2003
- ▶ Subject Access in an Ongoing or Potential Dispute/Monitoring at Work
London – December 3rd, 2003
- ▶ How to Use the Information Commissioner's DP Audit Manual
London – December 8-9th, 2003
- ▶ Privacy Laws & Business 17th Annual International Conference, St. John's College, Cambridge – July 5-7th, 2004

To book any of the above events, call the *Privacy Laws & Business* office or visit www.privacylaws.com

E-PRIVACY CONFERENCE REGISTRATION FORM

Personal Details

(For more than one person, photocopy this form)

Name:

Position:

Organisation:

Address:

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Postcode:

Tel: Fax:

E-Mail:

Signature: Date:

Special Diets:

Registration

(Please tick your choices)

- 1 Day Conference and Papers *including coffee, lunch and tea* **£450 plus VAT (£528.75)**
- Conference Documentation **£100 plus VAT (£117.50)**

Payment Options

Please note that to secure your registration, you must either make your payment or send a purchase order 14 days prior to the event. 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/Debit card: American Express MasterCard
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