

**Privacy & Data
Protection 2003**

**Java Events Ltd
2003 Conference Series**

Data Protection Compliance for Companies Doing Business in Europe

1st May 2003

at

The American Embassy, London

(Originally scheduled for 20 March 2003)

A one-day conference that brings together leading data protection experts who will discuss how data protection and compliance issues impact European and US companies today.

SPONSORED BY

COUDERT BROTHERS
GLOBAL LEGAL ADVISERS

PALMER & DODGE LLP

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Dear Delegates,

It gives me great pleasure to welcome you to the Java Events Conference, Data Protection Compliance for Companies doing Business in Europe. We are very privileged to host this event at the American Embassy in London.

Data protection compliance has become an essential requirement for all European and US companies and particularly for those involved in disseminating customer, client and partner information across borders. The EU's regulatory obligations for privacy differ fundamentally from those in the US, and failure to comply could result in liabilities and fines, disruptive reviews of current business practices, negative publicity and the inability to use vital customer, client and partner information.

Though EU regulatory requirements can be complex, we have brought together leading specialists and practitioners to help guide company executives through the impact and implications of data protection compliance. In addition, we are honoured to have Jonathan Bamford, Assistant Information Commissioner, discuss the role of the UK regulator and provide first-hand insight into implementation and operation. The conference will encourage full and open exchange of views on this topic through the means of Q&A sessions and a roundtable discussion in which all speakers will participate.

I look forward to seeing you at the American Embassy on 1 May 2003.

Yours faithfully,



Alastair Gorrie, Partner
Coudert Brothers

OFFICIAL HOTEL



The 445 room InterContinental - The Churchill London is centrally located, overlooking the picturesque gardens of Portman Square.

All guestrooms and 40 suites boast en-suite bathrooms, climate control, safety deposit boxes, satellite television, dataports and pay movies. These amenities are complimented by 24-hour room service, laundry and valet service and a 24-hour Churchill Health Club.

As part of the hotel's recent £10 million refurbishment, some of the additional facilities guests will now be able to enjoy include the Churchill Health Club, a new 24 hours Business Centre and two new restaurants; The Terrace on Portman Square and the newly acclaimed Locanda Locatelli.

The InterContinental - The Churchill London has arranged for special room rates for all delegates wishing to attend this event.

To make your room reservations please call

+44 (0)20 7486 5800 and quote

"JAVA Events: Privacy & Data"

OFFICIAL AIRLINE



United has one of the best route structures in the industry. We are the only U.S. airline serving five continents including non-stop services from the U.S. to Australia and New Zealand. We also fly to 10 destinations in Central/South America.

United offers convenient daily non-stop services between London and Chicago, Los Angeles, New York-JFK, New York-Newark, San Francisco and Washington D.C. with connections to/from over 150 U.S. cities. The United Express network provides more than 1,500 daily flights to over 128 cities in 38 states.

Internationally, United offers a three-class service; we've installed new seats on all international aircraft, including our award-winning seat for United Business International. The United First Suite® is far more than a seat that reclines a full 180° with its enhanced features. We offer five inches extra legroom in Economy Plus®, available on most aircraft to full-fare customers.

United has arranged for special fares for all delegates wishing to attend this event. Please call **1-800 538 2929** in the USA or **0845 8444 777** in the UK, and quote the event code: **510 OE**.

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 25 APRIL

Data Protection Compliance for Companies Doing Business in Europe

1st May 2003 at The American Embassy, London

9:00 - 9:25

Registration & Coffee

9:25 - 9:30

Chairman's Introduction

Alastair Gorrie, Partner, Coudert Brothers, London

9:30 - 10:15

EU Data Protection Requirements for US Companies Doing Business in Europe

Alastair Gorrie, Partner, Coudert Brothers, London

- Minimum standards of data protection imposed across the EU
- Similarities and differences within Europe
- Spotting trouble: How to identify potential pitfalls
- Avoiding trouble: Practical solutions for companies doing business in Europe

COUDERT BROTHERS
GLOBAL LEGAL ADVISERS

10:15 - 11:00

Data Transfers to the US - Practical Options for Companies

Mark E. Schreiber, Partner, Palmer & Dodge LLP, Boston, USA

- How to address EU member states' data protection laws that restrict data transfers to countries like the US
- How to audit data flow and identify when a company is subject to these laws
- What are the compliance options available for US companies operating in the EU?
- What the alternatives are, such as individual consents or data protection agreements, for a company to achieve data protection compliance
- The pros and cons of the "US Safe Harbor" Programme

PALMER & DODGE LLP

11:00 - 11:30

Coffee Break

11:30 - 12:15

Protection of European Employees' Personal Information

Anne Coles, Consultant, Fox Williams, London

- Collection, updating, maintenance and destruction - A practical approach
- Who should have access/how long should records be kept/required levels of security?
And what are your options?
- Dealing with employee information day to day – How European privacy provisions can be used to give you that competitive edge

 foxwilliams

12:15 - 13:00

Case Study: Accenture and its Global Data Privacy Compliance Programme

Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture, London

- International data transfers and global data privacy compliance
- Data privacy documentation and procedures
- Data privacy compliance organisational structure
- Data privacy compliance audits

accenture
Innovation delivered

13:00 - 14:00

Lunch

14:00 - 14:30

Trustmarks and the TrustUK Initiative

Robert Dirskovski, Secretary, TrustUK, and Head of Interactive Media, DMA

- Raising consumer confidence in e-commerce
- EU e-commerce legislation and e-confidence initiative
- The UK's approach to trustmarks and consumer protection



14:30 - 15:15

Customer Data and Marketing - the Practical Solutions

Tim Beadle, Marketing Improvement

- How do you get and keep permission to use data for marketing purposes?
- What's the best way to handle on-line?
- How do you stay legal and stay marketing and selling?

Marketing Improvement

15:15 - 16:00

The Role of the National Regulatory Authorities: a UK Perspective

Jonathan Bamford, Assistant Information Commissioner, UK Information Commissioner's Office

- The approach of the UK regulator to data protection implementation and enforcement

16:00 - 16:20

Coffee Break

16:20 - 17:00

Roundtable Discussion

17:00 - 17:10

Chairman's Final Remarks and Close of Conference

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 25 APRIL

Data Protection Compliance for Companies Doing Business in Europe

20 March 2003, American Embassy, London

Please photocopy for multiple delegates

Deadline for booking Friday 25 April 2003

Please register delegates for this conference

Please return by post or fax to:

JAVA EVENTS LIMITED, 4 Golden Square, London W1F 9HT

First delegate First name Surname
Name

Position

Second delegate First name Surname
Name

Position

Organisation

Type of business

Address

Country **Postcode**

Phone **Fax**

Email

Brochure code :

Registration fee is £600 plus VAT (£705 in total)

● I enclose a cheque for the sum of £ made payable to Java Events Ltd

● Bank Transfer: quoting reference JE002

Bank details: Lloyds TSB Bank plc. Account No.: 3494456 Sort code: 30-92-82
Ealing Broadway Branch, 45 The Broadway, Ealing, London W5 5JU

● I am a IAPP member (10% member's discount)

● I am a BABI member (10% member's discount)

● I would like information on related conferences

● I am interested in sponsorship/exhibition details

DATA PROTECTION: The information you provide will be held on a database and will not be shared with external companies other than event sponsors/speakers. For security reasons, the information you provide will be shared with the American Embassy.

PLEASE NOTE

1. The American Embassy reserves the right to allow entry to the event.
2. All attendees must be pre-registered. No payment will be taken on the day of the event. All delegates must be registered by 25 April 2003.
3. Only those individuals pre-registered to attend will be allowed access to the event.
4. All attendees are asked to bring ID with them in addition to registration confirmation.

WHO SHOULD ATTEND?

You will have the opportunity to meet players in the industry and discuss the latest issues with:


Chief Executives, Chief Operating Officers, Managing Directors, Heads of Human Resources, Strategy Directors, Commercial Directors, Communications Directors, Sales and Marketing Directors, Heads of e-Commerce, Heads of Business Development, Heads of Compliance, Regulatory and Legal Affairs, Consultants and Advisors, Heads of IT & Database Management.


4 EASY WAYS TO REGISTER

 **Fax: +44 (0) 8700 520308**

Web: www.java-events.com

Email: info@java-events.com

 Tel: +44 (0) 207 287 2561

 Post: Please complete and return the registration form with payment details.

Delegate places are limited and the deadline for booking is 25 April 2003.

ADMINISTRATION DETAILS

Date: 1 May 2003

Time: 9.00 am

Venue: American Embassy, 24 Grosvenor Square, London W1A 1AE

Fees: £600 plus VAT

PAYMENT INFORMATION

Payment must be received prior to the event. VAT invoices will be issued.

EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee. However, a reduced rate has been arranged at InterContinental - The Churchill London on + 44 20 7486 5800. Please contact the hotel directly quoting booking reference "JAVA Events: Privacy and Data". It is advisable to book four weeks prior to the event. After that time rates and availability cannot be guaranteed.

ENQUIRIES

Please address all enquires to the conference organisers, Java Events Ltd in London on +44 (0) 207 287 2561 or Email: info@java-events.com

CANCELLATIONS

Cancellations received in writing before 10 April 2003 will be refunded in full less an administrative charge of £100 plus VAT.

We regret that cancellations cannot be accepted thereafter. For security reasons, substitute delegates are not acceptable.

PLEASE NOTE: It may be necessary for reasons beyond the control of the organisers to alter the content, venue or the timing of the programme.

REGISTRATION FEE

The registration fee is £600 plus VAT (total £705) per delegate. The fee covers attendance at all sessions, refreshments and full conference documentation; the fee also covers attendance at the conference receptions. Full registration fee is due before the date of the event.

CONFERENCE LANGUAGE

The conference language is English.