

The 5th Annual
**Privacy & Data
Protection UK 2008**

**TRANSATLANTIC EVENTS
2008 Conference Series**

***"Data Protection:
Global Compliance
Management"***
3rd September

***"Data Protection: CRM,
Privacy 2.0 & Social
Networking"***
4th September

at
***The Law Society,
113 Chancery Lane, London
United Kingdom***

"Two unique one-day conferences that brings together leading data protection experts who will discuss how data protection and compliance issues impact European and US companies today."

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Official Brochure: updated 11 August 2008

- Day One -
The 5th Annual
Privacy & Data Protection UK 2008
"Data Protection: Global Compliance Management"
3rd Sept 2008
The Law Society, 113 Chancery Lane, London
United Kingdom

8:30 - 9:00 Registration & Coffee

9:00 - 9:10

Chairman's Introduction: Privacy & Data Protection Overview
Alastair Gorrie, Partner, Orrick, Herrington & Sutcliffe, UK

9:10 - 9:40

Keynote Address- **Privacy Law : Panacea or placebo?**
Speaker: Nicola McKilligan, Partner, European Privacy Partnership

Panel One: Data Export Compliance, Binding Corporate Rules And Outsourcing

9:40 - 10:05

BCR/Model Contracts Terms
Bridget Treacy, Partner, Hunton & Williams LLP, UK

10:05 – 10:35

Ensuring Data Protection Law Compliance in Multiple Jurisdictions
Monika Kuschewsky, Senior Associate, Van Bael & Bellis, Brussels
- Which problems do companies operating on a multi-jurisdictional basis face when complying with data protection law in the EU?
- Is a uniform compliance policy feasible?
- Risk and compliance management for companies operating on a multi-jurisdictional basis

10:35 - 11:00

Data Protection: Safe Harbour and Practical Implementations
Rosemary Jay, Partner, Pinsent Masons LLP, UK
- Substantive principles
- Meeting the public statement requirements
- Dealing with human resources data
- Procedural obligations
- Choice of enforcement mechanisms

11:00 - 11:15 Coffee

Panel Two: Data Transfers & Privacy Breaches

11:15 -11:45

Global Data Transfers and Data Breaches: Practical Options for Companies
Mark E. Schreiber, Partner, Edwards Angell Palmer & Dodge LLP, Boston, USA
- Data protection options available for U.S. companies operating in E.U.
- Constructing Sarbanes-Oxley hotline protocols in France and elsewhere in EU
- Data breach laws and company strategy in the US
- Data breach notices to individuals in US, EU and elsewhere
- Breach notices to state Attorney General offices and other regulators
- Incident response and data breach escalation policies for multi-national entities

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11:45 – 12:15

SOX, OFAC, Money Laundering, Data Protection and Hotlines: Implementing Reporting and Monitoring Procedures

Robert Bond, Partner, Speechly Bircham LLP, UK

- SOX 301(4) and reports
- OFAC and Money Laundering
- CNIL Guidelines and Authorisation
- Article 29 Working Party review
- Can ethical reporting and monitoring sit side by side with EU Data Protection laws?

12:15 - 12:40

Data Protection and Outsourcing

Renzo Marchini, Dechert LLP, UK

- What are the legal issues?
- Shifting distinctions between "data controllers" and "data processors".
- Jurisdictional problems; outsourcing into Europe: When does the EU directive in fact apply?
- Offshoring and transfers out of Europe.
- How to address data protection in outsourcing contracts.

12:40 - 1:00

The Data Protection Interactive

- **SOX, Data Protection and Hotlines**
- **Responding to Privacy Breaches**
- **Binding Corporate Rules**
- **Data Protection and Outsourcing**

Panel Chairman: **Alastair Gorrie**

Panellists: **Robert Bond, Mark E. Schreiber, Robert Bond, Renzo Marchini, Monika Kuschewsky, Bridget Treacy, Rosemary Jay, Nicola McKilligan**

13:00 – 14:00 Lunch

Panel Three: Subject Access Requests, Employment, Intellectual Property

14:00 - 14:10

Co-Chairman's Introduction: Privacy & Data Protection Overview

James Leaton Gray, Head of Information Policy & Compliance, BBC UK

SARs:

- How far do you have to go to find data?
- What volume of data is realistic?

14:10 - 14:40

Data Subject Access Requests: Analysis, impact and case study.

Vinod Bange, Associate, Eversheds LLP, UK

- The impact of the Durant v Financial Services Authority UK judgment on data protection law generally, and subject access requests in particular.
- The UK Information Commissioner's reaction: guidance
- Subject Access Requests: practical tips on how to deal with them.
- Other recent cases.

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14:40 - 15:05

Recent Developments with Employee information in Europe: subject access requests and litigation

Anne Coles, Senior Partner, AMC Law, UK

15:05 - 15:30

Data Protection and Intellectual Property Management

Jeanne Kelly, Partner, Mason Hayes + Curran, Ireland

- Interface of Data Protection and Intellectual Property laws
- Data Protection and Digital Rights Management
- ISP liability and data protection
- Recent Erosion of ISP Liability Exemptions and Effects on Data Protection Law

15:30 - 15:45

Panel Discussion: Subject Access Requests, Employment, Intellectual Property

Panel Chairman: Co-Chair: **James Leaton Gray**

Panellists: **Vinod Bange, Anne Coles, Jeanne Kelly**

15:45- 16:00 Coffee

Panel Four: Cross-Border Privacy Rules & Risk

16:00 - 16:35

Cross-Border Privacy Rules: APEC Privacy Framework

Lynda K. Marshall, Partner, Hogan & Hartson LLP, Washington, D.C., USA

- What is the APEC Privacy Framework?
- How does the APEC Privacy Framework work?
- Key differences between the APEC Privacy Framework and other privacy regimes.

16:35 - 16:45

Panel Discussion: Cross-Border Privacy Rules

Panel Chairman: Alastair Gorrie. Panelists: Lynda K. Marshall

16:45 Chairman's final remarks and close of Day One

- End of Day One –



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- Day Two -
The 5th Annual
Privacy & Data Protection UK 2008
"Data Protection: CRM, Privacy 2.0 & Social Networking"
4th of September 2008
The Law Society, 113 Chancery Lane, London
United Kingdom

8:30 - 9:00 Registration & Coffee

9:00 - 9:10

Chairman's Introduction: Privacy & Data Protection Overview
Chairman: **Francis Aldhouse, Consultant, Bird & Bird, UK**

Panel One: Data Protection, Marketing Strategies & Corporate Exposure

9:10 - 9:45

Keynote: Customer Profile/Information Retention For Marketing Strategies
Tim Beadle, Director, Marketing Improvement, UK

9:45 - 10:20

Data breaches, web 2.0: Insurance Response To Corporate Exposure
Pascal Lointier, Regional IS Risks Advisor, Conseiller Sécurité de l'Information, AIG Europe
- From organized crime to recurrent blunders: data disclosures from laptop, USB keys, networks
- Web 2.0 and social networks, crime survey and possible data disclosure (personal, trade secrets, competitive Intelligence)
- Insurance response as for cyber-extortion, Corporate Espionage, D & O liability, Data Protection, etc

10:20 – 10:30

Keynote Q & A: Data Protection, Marketing Strategies & Corporate Exposure

10:30 – 10:45 Coffee

Panel Two: Permission Based Marketing & Marketing Strategies

10:45: - 11:10

Permission Based Marketing
Tim Trent, Consultant, Marketing Improvement, UK

11:10 - 11:35

Cunning Data Acquisition Strategies
Tim Beadle, Director, Marketing Improvement, UK
- Identifying internal data sources
- on-line strategies that work
- data leasing vs one-time rental
- "member-get-member"

11:35 – 12:00

Data Protection: Legislation In Email Marketing
Jonathan Prest, Head of Technology, Communicator Corp, UK

12:00 – 12:30

Data Protection For Children: The problems of getting consent
James Leaton Gray, Head of Information Policy & Compliance, BBC UK
- Contract law or data protection
- What is verified parental consent
- When is a child not a child? How technology can help
- Where technology can hinder

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United Kingdom

12:30 - 1:00

The Data Protection Interactive

- CRM & Data Protection
- Customer Profile/Information Retention
- Permission Based Marketing
- Data Protection Of Children

Panel Chairman: **Francis Aldhouse**

Panellists: **Tim Beadle, Pascal Lointier, Tim Trent, James Leaton Gray, Jonathan Prest**

13:00 – 14:00 Lunch

Panel Three: Privacy 2.0 & Social Networking

14:00 - 14:05

Co-Chairman's Introduction: Privacy & Data Protection Overview

Co-Chairman: Nigel Roberts, Director and CTO, Island Networks, UK

14:05 - 14:30

Privacy 2.0

Dr. Mark Watts, Partner, Bristows, UK

14:30 - 14:55

"Should Bosses be Facebook Friends?" Employment and Privacy In The World Of Web 3.0

Nicola McKilligan, The European Privacy Partnership, UK

- Background checks using 'open media' and Google
- Recruitment and Social networking, Second Life, etc.
- Marketing using new web networking technologies
- Surveillance in the workplace and new networking technologies

14:55 – 15:20

Social Verification: You are who you know.

Andy Thomas, Director, Garlik

15:20 - 15:40

Case Study: Navigating Data Privacy in Virtual Environments – the Accenture Experience

Edna Kusitor, Global Data Privacy Compliance Coordinator, Accenture, UK

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15:30 - 15:45

Panel Discussion: Privacy 2.0 & Social Networking

Panel Chairman: Co-Chair: ***Nigel Roberts***

Panelists: ***Dr. Mark Watts, Nicola McKilligan, Andy Thomas, Edna Kusitor***

15:45- 16:00 Coffee

Panel Four: Data Profiling

16:00 - 16:35

Case Study: Data Profiling

Winston Maxwell, Partner, Hogan & Hartson MNT, France

16:35 – 16:45

Panel Discussion: Data Profiling

Panel Chairman: ***Francis Aldhouse*** Panelists: ***Winston Maxwell***

16:45 Chairman's final remarks and close of Day Two

- End of Conference –

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The 5th Annual Privacy & Data Protection UK 2008

"Data Protection: Global Compliance Management" 3rd Sept 2008

"Data Protection: CRM, Privacy 2.0 & Social Networking" 4th Sept 2008

The Law Society, 113 Chancery Lane, London UK

Please photocopy for multiple delegates

Deadline for booking is 29 August 2008

Please register delegates for this conference

Please return by post or fax to: **TRANSATLANTIC EVENTS**

**Central Booking Office, Suite 215, Reaver House,
12 East Street, Epsom, Surrey KT17 1HX United Kingdom**

First delegate	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
Second delegate	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
Organisation	<input type="text"/>	
Type of business	<input type="text"/>	
Address	<input type="text"/>	
	<input type="text"/>	
	<input type="text"/>	
Country	<input type="text"/>	Postcode <input type="text"/>
Phone	<input type="text"/>	Fax <input type="text"/>
Email	<input type="text"/>	

Brochure code:

£300.00 Per Day -OR- £600.00 to attend both days.

- I enclose a check for the sum of £ payable to **TransAtlantic Events**
- Credit Cards: We accept: Visa, Mastercard, American Express, Discover, JCB, Diners, Digital Check. We can also take Amex, Discover & online checks (USA only) if required. Register on-line at: www.transatlantic-events.com
- Bank Transfer: quoting reference PDP2008-UK
Bank details: Lloyds TSB Bank plc. Account No.: 01748949 Sort code: 30-93-08
PO Box 1000, Birmingham BX1 1LT, UK
- To attend: "Data Protection: CRM, Privacy 2.0 & Social Networking"
- To attend: : "Data Protection: Global Compliance Management"
- To attend both days of this event: 3rd & 4th of Sept 2008
- I would like information on related conferences
- I am interested in sponsorship/exhibition details

DELEGATE DISCOUNTS: Only one discount scheme can be claimed per application.

DATA PROTECTION: The information you provide will be held on a database and will not be shared with any external companies other than event sponsors/speakers only.

PLEASE NOTE





1. TRANSATLANTIC EVENTS reserves the right to allow entry to the event.
2. All attendees must be pre-registered. No payment will taken on the day of the event.
3. All Pre-Press delegates must be registered by 29 August 2008.
4. Only those individuals pre-registered to attend will be allowed access to the event.

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.

5 EASY WAYS TO REGISTER

-  Fax (UK): +44 (0) 8700 520308
-  Web: www.transatlantic-events.com
-  Email: info@transatlantic-events.com
-  Tel: +44 (0) 208 658 6568
-  Post: Please complete and return the registration form with payment details.

Delegate places are limited and the deadline for booking is 29 August 2008.

ADMINISTRATION DETAILS

Date: 3rd & 4th September 2008
Time: 8.30 am
Venue: The Law Society,
113 Chancery Lane, London, UK
Fees: £300.00 Per Day

PAYMENT INFORMATION

Payment must be received prior to the event. Registered delegates will be invoiced in UK Pounds. Delegate Registration & Accounts will be orchestrated form our Central Booking Office in Epsom, Surrey UK

EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee.

ENQUIRIES

Please address all enquiries to the conference organisers, TransAtlantic Events in London UK on **+44 (0) 208 658 6568**

CANCELLATIONS (Pre-Press Delegates)

Cancellations received in writing before 30 June 2008 will be refunded in full less an administrative charge of £100.00

We regret that cancellations cannot be accepted thereafter.

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 delegate fee is £300.00 Per Day. The fee covers attendance at all sessions, refreshments as well as 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.

BRITISH CPD CREDITS

This conference is worth 7 non-accredited hours towards BRITISH CPD requirements.