

The Second Annual  
**PRIVACY & DATA  
PROTECTION IRELAND  
2007**

**TransAtlantic Events Ltd  
2007 Conference Series**

# **Data Protection Compliance for Companies Doing Business in Europe & America**

**24th January 2007  
at**

**The Law Society of Ireland  
Blackhall Place, Dublin 7 Ireland**

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*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.*

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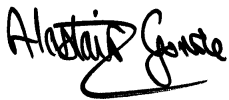
*Dear Delegates,*

It gives me great pleasure to welcome you to Privacy & Data Protection Ireland 2007: "Data Protection Compliance for Companies doing Business in Europe & America". We are very privileged to host this event at the historic Law Society of Ireland in Dublin.

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 Billy Hawkes, The Irish Data Protection Commissioner and Boris Wojtan, from the UK's Information Commissioner's Office as part of our expert speaking faculty.

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 Law Society of Ireland on Wednesday the 24th January 2007.



Alastair Gorrie  
Partner  
Orrick, Herrington & Sutcliffe  
London



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A special room rate has been arranged for all delegates attending Privacy & Data Protection Ireland 2007. For more information, call our reservations line on: +353 (0)1 817 3838.

Marketing Improvement helps companies generate more and better value sales and closer relationships with their customers and prospects. It does this through the better use of your sales and marketing data resources plus, more effective data acquisition strategies and tactics aimed at finding new sales opportunities. All of this is underpinned by a focus on both individuals' preferences and the increasing body of data privacy legislation. While CRM may be dead we believe that Permission Based Marketing is not only alive and well, but increasingly the only way to profitably engage with customers and prospects.

We have legal experts and marketing practitioners on our staff and join the dots between the two. We find the balance between the legal absolutes and the practical needs of the business to carry on doing business. We maximise marketing reward and we help our clients assess and minimise their legal risk.

#### Data Protection and Privacy

Increasingly European and global legislation affects how you can obtain and use data in your sales and marketing programmes. Businesses and consumers alike are more concerned than ever about data privacy. We will help you avoid prosecution, negative press and to turn legislative compliance into marketing advantage. Endorsed by the British Standards Institute, for whom we run regular courses no-one offers more in this challenging arena.

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For further information please visit our website at [www.marketingimprovement.com](http://www.marketingimprovement.com) or call or email Tim Beadle on +44 (0)1344 392648 [tim.beadle@marketingimprovement.com](mailto:tim.beadle@marketingimprovement.com)

**DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 12 JANUARY 2007**

**WWW.TRANSATLANTIC-EVENTS.COM**

# Data Protection Compliance for Companies Doing Business in Europe & America

24th January 2007 at The Law Society of Ireland, Blackhall Place Dublin 7 Ireland

8:30 – 9:00	<i>Registration &amp; Coffee</i>	
9:00 – 9:15	<b>Chairman's Introduction: Privacy &amp; Data protection overview</b>	<i>Alastair Gorrie, Partner, Orrick, Herrington &amp; Sutcliffe, UK</i>
<b>Panel One: Data export compliance including binding corporate rules and outsourcing</b>		
9:15 – 9:40	<b>Data Transfers to the US – Practical Options for Companies</b> - Data protection compliance options available for U.S. companies operating in E.U. - Methods to address data transfer restrictions to U.S. - Individual consents or data protection agreements - The "U.S. Safe Harbor" review - Global privacy policies - Obligations/exposure when E.U. personal data hits U.S. company data bases	<i>John Whelan, Partner, A&amp;L Goodbody, Ireland</i>
9:40 – 10:10	<b>Data Security Law and Practice: Data Security Compliance for Companies doing Business in Europe and America.</b> - Recent data security breaches arising in the U.S. and the E.U. - Security breach notification laws in the US and Europe - Lack of awareness in the E.U.? - Making data security a business practice"	<i>Philip Nolan, Partner, Mason Hayes+Curran, Ireland</i>
10:10 – 10:40	<b>SOX, Data Protection and Hotlines: Whistle while you work?</b> - SOX 301(4) - French, German and other EU concerns - CNIL Guidelines and Authorisation - Article 29 Working Party review - Can 301(4) and EU laws sit side by side?	<i>Robert Bond, Partner, Speechly Bircham LLP, UK</i>
10:40 – 11:00	<i>Coffee</i>	
11:00 – 11:25	<b>Data Protection Law in Practice - How can companies achieve compliance?</b> - Reasons for carrying out a data protection audit - Different stages of a data protection audit - Pre-audit - Performance of the audit - Post-audit (including a discussion of the actual compliance measures)	<i>Steven De Schrijver, Partner, Van Bael &amp; Bellis, Belgium</i>
11:25 – 11:50	<b>Data Protection and Outsourcing</b> - What are the data protection legal issues? - What are the respective positions and duties of the client and service provider? - How to deal with offshore outsourcing and international transfers? - How to address data protection in outsourcing deals?	<i>Mark Watts, Partner, Bristows, UK</i>
11:50 – 12:15	<b>Binding Corporate Rules- from the UK National Data Protection Authority perspective</b> - The motivation for the BCR procedure - The practical approach adopted by the ICO - The work currently underway - Cooperation procedure between EU DP Authorities	<i>Boris Wojtan, UK Information Commissioners Office</i>
12:15 – 12:40	<b>The Irish commissioner's view: compliance, enforcement and the future</b>	<i>Billy Hawkes, Data Protection Commissioner, Ireland</i>
12:40 – 13:00	<b>The Data Protection Interactive</b> <i>Panelists: John Whelan, Phil Nolan, Robert Bond, Steven De Schrijver, Mark Watts, Boris Wojtan, Billy Hawkes</i> - SOX, Data Protection and Hotlines - Binding Corporate Rules - Data Protection and Outsourcing	<i>Panel Chairman: Alastair Gorrie</i>
13:00 – 14:00	<i>Lunch</i>	
<b>Panel Two: Using and Managing Personal Data</b>		
14:00 – 14:05	<b>Co-chairman's Introduction: Direct marketing and data protection</b>	<i>Co-chair: Geraldine Lawlor, Head of Anti Money Laundering, Data Protection &amp; Competition Law, AIB Capital Markets, Ireland</i>
14:05 – 14:30	<b>Mitigating the Privacy risk of Sales &amp; Marketing</b> - Why Sales & Marketing are the greatest risk areas - How to make the business case for Privacy - Best practice on the Web for privacy - Best practice on databases and Salesforce Automation for privacy	<i>Tim Beadle, Director, Marketing Improvement, UK</i>
14:30 – 14:55	<b>Realizing business Value through Privacy Control Architecture</b> - Issues: legal compliance does not equal compliance in practice - Approach: only methodology available - Outcomes: ROI, Iron clad compliance & transparency	<i>Paul Lavery, Partner, McCann FitzGerald, Ireland</i>
14:55 – 15:20	<b>Case Study Data Protection within Practical Marketing</b>	<i>Tim Trent, Consultant, Marketing Improvement, UK</i>
15:20 – 15:45	<b>Panel Discussion: Direct marketing and data protection</b>	<i>Panel Chairman: Geraldine Lawlor Panelists: Tim Beadle, Paul Lavery, Tim Trent</i>
15:45– 16:00	<i>Coffee</i>	
<b>Panel Three: Subject access requests, Employee Protection and litigation</b>		
16:00 - 16:35	<b>Data Subject Access Requests: Analysis and Practical Guidance.</b> - The Data Subject's Right of Access under the Directive - Back to basics: definitions of "personal data" and "personal data filing systems" - Is the narrow definition given in UK case law consistent with the Directive (analysis of Durant v Financial Services Authority)? - Expected Article 29 Working Party guidance - Official guidance from supervising authorities	<i>Renzo Marchini, Dechert LLP, UK</i>
16:35 - 17:00	<b>Recent Developments with Employee information in Europe: subject access requests and litigation</b> <b>EMPLOYEE INFORMATION</b> - Employee records what you can collect, what you can retain and what you must delete - Monitoring your workers - email, web access, CCTV and surveillance - -what you can and can't do - Health records - occupational health schemes, drug and alcohol testing, genetic testing and beyond <b>LITIGATION</b> - Celebrity cases don't make good law - Brief examination of recent case on privacy and data protection	<i>Anne Coles, Senior Partner, AMC Law, UK</i>
17:00 - 17:25	<b>Panel Discussion: Subject access requests and litigation</b>	<i>Panel Chairman: Alastair Gorrie. Panelists: Renzo Marchini, Anne Coles</i>
17:25	<i>Chairman's final remarks and close of conference - End of Conference</i>	
18:00 – 21:00	<i>Cocktail Party</i>	

# Data Protection Compliance for Companies Doing Business in Europe & America

24th January 2007 at The Law Society of Ireland,  
Blackhall Place Dublin 7 Ireland

Please photocopy for multiple delegates

Deadline for booking Friday 12 January 2007

Please register  delegates for this conference

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

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

First delegate  
Name First name  Surname

Position

Second delegate  
Name First name  Surname

Position

Organisation

Type of business

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Brochure code:

Registration fee is **€735 plus IRISH VAT** (€889.35 in total)

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- Please register the following Delegate(s) and supply an invoice by post
- I am an American Chamber of Commerce Ireland member (25% members discount)
- I am a delegate invited by the speaker faculty (25% discount)
- I am a delegate invited by BNA International (25% discount)
- 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 external companies other than event sponsors/speakers.

## PLEASE NOTE

1. TRANSATLANTIC EVENTS LIMITED 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 delegates must be registered by Friday 12 January 2007
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.

## 4 EASY WAYS TO REGISTER

-  Fax: **+44 (0) 8700 520308**
  -  Web: [www.transatlantic-events.com](http://www.transatlantic-events.com)
  -  Email: [info@transatlantic-events.com](mailto:info@transatlantic-events.com)
  -  Tel: **+44 (0) 845 602 2449**
  -  Post: Please complete and return the registration form with payment details.
- Delegate places are limited and the deadline for booking is 12 January 2007.

## ADMINISTRATION DETAILS

Date: 24th January 2007  
Time: 8.30 am  
Venue: The Law Society of Ireland, Blackhall Place  
Dublin 7 Ireland  
Fees: €735 plus IRISH 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 the Park Inn Dublin on +353 1 817 3838. Please contact the hotel directly.  
It is advisable to book four weeks prior to the event. After that time rates and availability cannot be guaranteed.

## ENQUIRIES

Please address all enquiries to the conference organisers, TransAtlantic Events Ltd in London UK on **+44 (0) 845 602 2449**.

## CANCELLATIONS

Cancellations received in writing before 1 January 2007 will be refunded in full less an administrative charge of €150 plus IRISH VAT.

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 registration fee is €735 plus IRISH VAT (€889.35) 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.

## BRITISH CPD CREDITS

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