



**Rough Draft Copy 1.9 (17 Sept 2008)**

**- Day One -**

**The 4th Annual**

**Privacy & Data Protection Ireland 2009**

***"Data Protection: Global Compliance Management"***

**18<sup>th</sup> of February 2009**

**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 Speaker's Address**

**The Irish commissioner's view: compliance, enforcement and the future**

***Billy Hawkes, Data Protection Commissioner, Ireland (to be confirmed)***

**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**

***Dan Cooper, Special Counsel, Covington & Burling 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**

11:45 – 12:15

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

*Jane Conroy, Director, Performance Improvement Unit, PricewaterhouseCoopers, Ireland*

- 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

*Liam McKenna, Senior Manager, Performance Improvement Unit, PricewaterhouseCoopers, Ireland*

- 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: Mark E. Schreiber, Monika Kuschewsky, Bridget Treacy, Jane Conroy, Liam McKenna*

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

*Co-Chair: TBA*

14:10 - 14:40

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

*Darren Daly, Partner, BCM Hanby Wallace, Ireland*

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

*Phil Nolan, 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: *TBA***

**Panellists: *Darren Daly, Anne Coles, Phil Nolan***

**15:45- 16:00 Coffee**

**Panel Four: Cross-Border Privacy Rules & Risk**

**16:00 - 16:35**

**Cross-Border Privacy Rules: APEC Privacy Framework**

***Thomas McIntyre, College Lecturer, University College Dublin, Ireland***

**- 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: *Thomas McIntyre***

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

**- End of Day One –**



*- Day Two -*  
The 4th Annual  
Privacy & Data Protection Ireland 2009  
*"Data Protection: CRM, Privacy 2.0 & Social Networking"*  
19<sup>th</sup> of February 2009

8:30 - 9:00 Registration & Coffee

9:00 - 9:15

Chairman's Introduction: Privacy & Data Protection Overview  
Chairman: TBA

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

- 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 & Data Protection

10:45 - 11:10

Permission Based Marketing  
Maureen Daly, Partner, Beauchamps Solicitors, Ireland

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  
Kenneth Currie, Field Fisher Waterhouse LLP, UK



**12:00 – 12:30**

**Data Protection And Children: The problems of getting consent**

**Kate Brimsted, Of Counsel, Data Privacy Group, Herbert Smith LLP, 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

**12:30 - 1:00**

**The Data Protection Interactive**

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

**Panel Chairman: TBA**

**Panellists: Tim Beadle, Maureen Daly, Kate Brimsted, Kenneth Currie**

**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: TBA**

**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**

**Topic: To Be Announced**

**Brian Honan, Director, BH IT Consulting Ltd., Ireland**

**15:20 - 15:40**

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

**Clara Westbrook, Data Privacy Officer, UK & Ireland, Accenture, UK**

**15:30 - 15:45**

**Panel Discussion: Privacy 2.0 & Social Networking**

**Panel Chairman: Co-Chair: TBA**

**Panellists: Dr. Mark Watts, Nicola McKilligan, Brian Honan, Clara Westbrook**

**15:45- 16:00 Coffee**



**Panel Four: Data Profiling**

**16:00 - 16:35**

**Case Study: Data Profiling**

**TBA**

**16:35 - 16:45**

**Panel Discussion: Data Profiling**

**Panel Chairman: TBA**

**Panelists: TBA**

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

**- End of Conference –**