

"Data Protection: Global Compliance Management"

9th of October 2006
at
Trinity House
Tower Hill, London

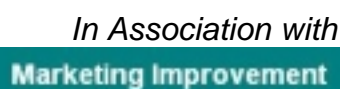
(Pre-press draft programme)

Draft version: 9.1

12 July 2006

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



Official brochure available 4 August 2006

Version 9.1 (12 July 2006)
Pre-Press Agenda / Draft Programme

**The 4th Annual
Privacy & Data Protection 2006**
"Data Protection: Global Compliance Management"
9th of October 2006
Trinity House
Tower Hill, London

8:30 - 9:00 Registration & Coffee

9:00 - 9:10

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

Panel One: Data export compliance including binding corporate rules and outsourcing

9.10 - 9.40

Global Data Transfers Practical Options for Companies

Mark E. Schreiber, Partner, Edwards Angell Palmer & Dodge LLP, USA

- Data protection compliance options available for U.S. companies operating in E.U.
- How to audit data flow and identify when a company is subject to these laws
- Methods to address data transfer restrictions to U.S.
- Individual consents or data protection agreements
- Pros and cons of the "U.S. Safe Harbor" Programme
- Global privacy policies
- Obligations/exposure when E.U. personal data hits U.S. company data bases
- U.S. privacy law, CAN-SPAM and HIPAA applications to E.U. data reaching U.S.

9.40 - 10.05

Data Protection and Outsourcing

Dr. Mark Watts, Partner, Bristows, UK

- 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?

10:05 – 10:35

SOX, Data Protection and Hotlines: *Whistle while you work?*

Robert Bond, Partner, Faegre & Benson LLP, UK

- 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?

10:35 - 11:00

How data privacy will be eroded with the "Semantic" Web

Andrew Horbury, Head of SSL Marketing, VeriSign EMEA

- The Semantic web will make it easier to get data on any subject from the internet
- Data privacy will be impacted as the fog of information becomes clearer
- Fraudsters will use these tools to steal identities by looking at multiple sources ("Phoraging")
- Where security needs to be applied to protect privacy

11:00 - 11:15 Coffee

11:15 -11:35

Case Study: BCR approach of Accenture and practical implementation

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

11:35 – 12:05

Ensuring data protection compliance on a multi-jurisdictional basis within the EU

Mike Pullen, Partner, DLA Piper Rudnick Gray Cary, UK

- What do companies operating on a multi-jurisdictional basis need to do to ensure data compliance within the EU.
- Is a uniform compliance policy feasible?
- Compliance and transfers of data outside of the EU.
- Risk Management.
- How to deal with crisis and regulatory investigations.

12:05- 12:30

Binding Corporate Rules: The UK Regulators perspective

Boris Wojtan, UK Information Commissioners Office

- The motivation for the BCR procedure
- The practical approach adopted by the ICO
- The work currently underway
- Cooperation procedure between EU DP Authorities

12:30 - 1:00

The Data Protection Interactive

- SOX, Data Protection and Hotlines
- Binding Corporate Rules
- Data Protection and Outsourcing
- The "Semantic" Web

Panel Chairman: Alastair Gorrie

Panellists: Mike Pullen, Robert Bond, Boris Wojtan, Mark E. Schreiber, Dr. Mark Watts, Andrew Horbury

13.00 - 14.00 Lunch

Panel Two: Using and Managing Personal Data

14:00 - 14:10

Co-chairman's Introduction: Direct Marketing and Managing Personal Data

Co-chair: James Leaton Gray, Head of Information Policy & Compliance, BBC UK

14.10 - 14:40

Profiting from Privacy

Tim Beadle, Director, Marketing Improvement, UK

- Using Privacy laws to implement Sales force Automation
- Promoting privacy as a differentiator
- Fitting privacy into your website

14:40 - 15:05

Realizing business Value through Privacy Control Architecture

Steve Kenny, Senior Manager, Privacy Services Leader, KPMG UK

- Issues: legal compliance does not equal compliance in practice
- Approach: only methodology available
- Outcomes: ROI, Iron clad compliance & transparency

15:05 - 15:30

Data Protection within Practical Marketing

Tim Trent, Consultant, Marketing Improvement, UK

- Incorporating Data Protection into Data Driven Marketing
- Why my Marketing Database needs to shrink
- Do Less and get More

15:30 - 15:45

Panel Discussion: Using and Managing Personal Data

Panel Chairman: Co-chair: James Leaton Gray

Panellists: Tim Beadle, Steve Kenny, Tim Trent

15:45- 16.00 Coffee

Panel Three: Subject access requests, Employee Protection and litigation

16:00 - 16:35

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

Renzo Marchini, Dechert 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.

16:35 - 17:00

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

Anne Coles, Senior Partner, AMC Law, UK

EMPLOYEE INFORMATION

- 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

LITIGATION

- Celebrity cases don't make good law
- Brief examination of recent case on privacy and data protection

17:00 - 17:25

Panel Discussion: Subject access requests and litigation

Panel Chairman: Alastair Gorrie. Panelists: Renzo Marchini, Anne Coles

17:25 Chairman's final remarks and close of conference

- End of Conference -

18:00 – 21:00 Cocktail Party

Official Programme 4 August 2006

The 4th Annual Privacy & Data Protection 2006 "Data Protection: Global Compliance Management"

9th of October, Trinity House, Tower Hill, London

Please photocopy for multiple delegates

Deadline for booking Friday 25 September 2006

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

Address

Country Postcode

Phone Fax

Email

Brochure code:

Registration fee is £550 plus VAT (£646.25 in total)

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- Credit Cards: We accept: Visa, Mastercard, American Express, Discover, JCB, Diners, Digital Check. We can also take Amex, Discover & online cheques (USA only) if required. Register on-line at: www.transatlantic-events.com
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- Please register the following Delegate(s) and supply an invoice by post
- I am a delegate invited by BNA International Inc. (10% discount)
- I am a delegate invited by the organiser (10% discount)
- I am a delegate invited by the speaker faculty (10% 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 25 September 2006
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
 Email: 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 25 September 2006.

ADMINISTRATION DETAILS

Date: 9th of October 2006
Time: 8.30 am
Venue: Trinity House, Tower Hill, London
Fees: £550 plus VAT (£350 plus VAT Pre-Press)

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 Marriott London Grosvenor Square on +44 20 7493 1232. Please contact the hotel directly quoting rate code JVVG (deluxe room) or JVVH (executive room). 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 on **+44 (0) 845 602 2449**.

CANCELLATIONS

Cancellations received in writing before 15 Sept., 2006 will be refunded in full less an administrative charge of £100 plus 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 £550 + VAT (total £646.25) 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.

CPD CREDITS

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