

**Privacy & Data
Protection Ireland
2006**

**TransAtlantic Events Ltd
2006 Conference Series**

Data Protection Compliance for Companies Doing Business in Europe & America

24th January 2006

at

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

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 2006: "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 Tuesday the 24th January 2006.



Alastair Gorrie
Partner
Orrick, Herrington & Sutcliffe LLP
London

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A relaxed, quality service hand in hand with excellent value for money and customary Irish hospitality is only part of the hotel's uniqueness.

A special room rate has been arranged for all delegates attending Privacy & Data Protection Ireland 2006. For more information, call our reservations line on: +353 (0)1 817 3838 or Email us at: reservations@chiefoneills.com

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.

Customer and Prospect Acquisition

Finding new customers or prospects is expensive. Use our powerful strategies to identify real prospects and convert them into customers faster - especially via web, e-mail and Direct Marketing. Search-engine optimisation, e-mail marketing, web microsites to gather new registrations and Direct Marketing to grow sales opportunities. Allied to our powerful tools, data sources and analytics we can find more, better and more profitable potential customers for you.

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

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 13 JANUARY 2006

WWW.TRANSATLANTIC-EVENTS.COM

Data Protection Compliance for Companies Doing Business in Europe & America

24th January 2006 at The Law Society of Ireland, Blackhall Place Dublin 7 Ireland

8:30 – 9:00	<i>Registration & Coffee</i>	
9:00 – 9:15	Chairman's Introduction: Privacy & Data protection overview	<i>Alastair Gorrie, Partner, Orrick, Herrington & Sutcliffe LLP, UK</i>
Panel One: Data export compliance including binding corporate rules and outsourcing		
9:15 – 9:45	Data Transfers to the US – Practical Options for Companies	<i>John Whelan, Partner, A&L Goodbody, Ireland</i>
	<ul style="list-style-type: none"> - 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 - The "U.S. Safe Harbor" Programme - Global privacy policies - Obligations/exposure when E.U. personal data hits U.S. company data bases 	
9:45 – 10:15	Data Protection and Outsourcing	<i>Dr. Mark Watts, Partner, Bristows, UK</i>
	<ul style="list-style-type: none"> - 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? 	
10:15 – 10:40	Keeping IT Secure: The role of Information Security in Data Protection Compliance	<i>Robert Bond, Partner, Faegre & Benson LLP, UK</i>
	<ul style="list-style-type: none"> - What are organisational and technical measures? - What are the threats? - What should be covered in an IS Policy? - ISO 17799 - Making information security a business practice 	
10.40 – 11.00	<i>Coffee</i>	
11:00: – 11:25	Ensuring data protection compliance on a multi-jurisdictional basis within the EU	<i>Mike Pullen, Partner, DLA Piper Rudnick Gray Cary, UK</i>
	<ul style="list-style-type: none"> - 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. 	
11:25 – 11:45	Binding Corporate Rules- from the UK National Data Protection Authority perspective	<i>Boris Wojtan, UK Information Commissioners Office</i>
	<ul style="list-style-type: none"> - <i>The motivation for the BCR procedure</i> - The practical approach adopted by the ICO - The work currently underway <p>Cooperation procedure between EU DP Authorities</p>	
11:45 – 12:10	Case Study: Successful Prosecutions & Spam - from the Irish National Data Protection Authority perspective	<i>Billy Hawkes, Data Protection Commissioner, Ireland</i>
12:10 – 13:00	Panel Discussion: Data export compliance & Binding Corporate Rules	<i>Panel Chairman: Alastair Gorrie</i> <i>Panellists: Mike Pullen, Bojana Bellamy, Robert Bond, Boris Wojtan, Billy Hawkes</i>
13:00 – 14:00	<i>Lunch</i>	
Panel Two: Direct marketing and data protection		
14:00 – 14:05	Co-chairman's Introduction: Direct marketing and data protection	<i>Co-chair: Geraldine Lawlor, Head of Anti Money Laundering, Data Protection & Competition Law, AIB Capital Markets, Ireland</i>
14:05 – 14:30	Profiting from Privacy	<i>Tim Beadle, Director, Marketing Improvement, UK</i>
	<ul style="list-style-type: none"> - Using Privacy laws to implement Salesforce Automation - Promoting privacy as a differentiator - Fitting privacy into your website 	
14:30 – 14:55	National/International Email and SMS Legal Requirements	<i>Paul Lavery, Partner, McCann FitzGerald, Ireland</i>
	<ul style="list-style-type: none"> - The essential legal requirements - What does consent look like and do you need it? - Maintaining your prospect and customer database - What's around the corner? 	
14:55 – 15:20	Data Protection within Practical Marketin	<i>Tim Trent, Consultant, Marketing Improvement, UK</i>
	<ul style="list-style-type: none"> - Incorporating Data Protection into Data Driven Marketing - Why my Marketing Database needs to Shrink - Do Less and get More 	
15:20 – 15:45	Panel Discussion: Direct marketing and data protection	<i>Panel Chairman: Geraldine Lawlor</i> <i>Panellists: Tim Beadle, Tim Trent, Paul Lavery</i>
15:45– 16:00	<i>Coffee</i>	
Panel Three: Subject access requests, Employee Protection and litigation		
16:00 – 16:35	Data Subject Access Requests: Analysis, impact and case study.	<i>Renzo Marchini, Dechert LLP, UK</i>
	<ul style="list-style-type: none"> - 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	<i>Philip Nolan, Partner, Mason Hayes & Curran, Ireland</i>
	<p>EMPLOYEE INFORMATION</p> <ul style="list-style-type: none"> - 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 <p>LITIGATION</p> <ul style="list-style-type: none"> - 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	<i>Panel Chairman: Alastair Gorrie</i> <i>Panellists: Renzo Marchini, Philip Nolan</i>
17:25	<i>Chairman's final remarks and close of conference - End of Conference.</i>	

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Data Protection Compliance for Companies Doing Business in Europe & America

24th January 2006 at The Law Society of Ireland,
Blackhall Place Dublin 7 Ireland

Please photocopy for multiple delegates

Deadline for booking Friday 13 January 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 **€735 plus IRISH VAT** (€889.35 in total)

- I enclose a cheque for the sum of € payable to TransAtlantic Events Ltd
- 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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Ealing Broadway Branch, 45 The Broadway, Ealing, London. W5 5JU. UK
- 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 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 13 January 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 13 January 2006.

ADMINISTRATION DETAILS

Date: 24th January 2006
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 at Chief O'Neills Hotel (in Dublin 7) 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 2006 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.