

The Second Annual
**Privacy & Data
Protection 2004**

**Java Events Ltd
2004 Conference Series**

Data Protection Compliance for Companies Doing Business in Europe

**8th September 2004
at
Trinity House, Tower Hill, London**

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 the Second Annual Privacy & Data Protection: Data Protection Compliance for Companies doing Business in Europe. We are very privileged to host this event at historic Trinity House in the City of London.

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 Jonathan Bamford, Assistant Information Commissioner, discuss Binding Corporate Rules from the national data protection authority perspective. 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 Trinity House on 8 September 2004.

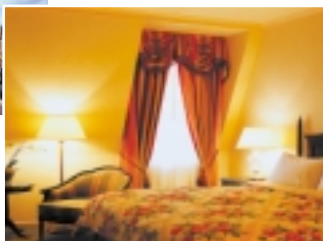


Alastair Gorrie

Partner
Coudert Brothers



The London Marriott Hotel Grosvenor Square has one of London's most enviable locations situated in the heart of Mayfair. The London Marriott Hotel Grosvenor Square is an intimate and traditionally British hotel that offers an excellent location for business, leisure and meeting needs.



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JVVG (deluxe room) or JVVH (executive room)**

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS WEDNESDAY 1 SEPTEMBER 2004

Data Protection Compliance for Companies Doing Business in Europe

8th September 2004 at Trinity House, Tower Hill, London

9:00 – 9:25	<i>Registration & Coffee</i>	
9:25 – 9:30	Chairman's Introduction: Privacy & Data protection overview	<i>Alastair Gorrie, Coudert Brothers</i>
Panel One: <i>Data export compliance including binding corporate rules and outsourcing</i>		
9:35 – 10:15	Data Transfers to the US – Practical Options for Companies <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 - 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. 	Mark E. Schreiber, Partner, Palmer & Dodge LLP, Boston, USA
10:15 – 11:00	Binding Corporate Rules- from the national data protection authority perspective <ul style="list-style-type: none"> - The motivation for the BCR procedure - The practical approach adopted by the ICO - The work currently underway - Cooperation procedure between EU DP Authorities 	Jonathan Bamford, UK Information Commissioners Office
11:00 – 11:30	<i>Coffee</i>	SPONSORED BY MARKETING IMPROVEMENT
11:30: – 12.10	Binding Corporate Rules 2 <ul style="list-style-type: none"> - Will binding corporate rules make pan-European data protection compliance easier ? - Setting up a pan-European compliance system. - Dealing with differences in national implementing laws - Binding corporate rules and transfers outside the EEA - Reputational risk compliance tips 	Mike Pullen, Partner, DLA
12:10 – 12:45	Data Protection and Outsourcing <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 off-shore outsourcing and international transfers? - How to address data protection in outsourcing deals? 	Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture, London
12:45 – 13:00	Panel Discussion: Data export compliance & Binding Corporate Rules	<i>Panel Chairman: Alastair Gorrie Panellists: Mark E. Schreiber, Jonathan Bamford, Mike Pullen, Bojana Bellamy</i>
13:00 – 14.00	<i>Lunch</i>	SPONSORED BY COUDERT BROTHERS
Panel Two: <i>Direct marketing and data protection</i>		
14:00 – 14:05	Co-chairman's Introduction: Direct marketing and data protection	Adam Rose, Partner, Head of Business and Technology Services, Berwin Leighton Paisner
14.05 – 14:30	Profiting from Privacy <ul style="list-style-type: none"> - Using Privacy laws to implement Salesforce Automation - Promoting privacy as a differentiator - Fitting privacy into your website 	Tim Beadle, Director, Marketing Improvement
14.30 – 15:00	Compliant email and SMS campaigns <ul style="list-style-type: none"> - Whether you need the recipient's consent to carry out e-mail and SMS marketing - How to go about getting consent - Maintaining compliant marketing lists. 	Sally Annereau, Data Protection Analyst, Taylor Wessing
15.00 – 15.30	Data Protection within Practical Marketin <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 	Tim Trent, Consultant, Marketing Improvement
15:30 – 15:45	Panel Discussion: Direct marketing and data protection	<i>Panel Chairman: Adam Rose Panellists: Tim Beadle, Sally Annereau, Tim Trent</i>
15:45– 16.00	<i>Coffee</i>	SPONSORED BY MARKETING IMPROVEMENT
Panel Three: <i>Subject access requests and litigation</i>		
16:00 – 16:50	Employee information in Europe, these dreaded subject access requests and litigation to die for - a quick roundup of recent developments	Anne Coles, consultant, Fox Williams
	EMPLOYEE INFORMATION <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 	
	SUBJECT ACCESS REQUESTS <ul style="list-style-type: none"> - What information do you have to disclose - The data controller's obligations - 3rd party information- must this be disclosed? - Emails - how to deal with them - Are there any exemptions 	
	LITIGATION <ul style="list-style-type: none"> - Celebrity cases don't make good law - brief examination of recent case on privacy and data protection 	
16:50 – 17:30	Panel Discussion: Subject access requests and litigation	<i>Panel Chairman: Alastair Gorrie Panellists: Anne Coles, Mark E. Schreiber, Mike Pullen, Bojana Bellamy</i>
17:30	Chairman's final remarks and close of conference	

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS WEDNESDAY 1 SEPTEMBER 2004

Data Protection Compliance for Companies Doing Business in Europe

8th September, Trinity House, Tower Hill, London

Please photocopy for multiple delegates

Deadline for booking Wednesday 1 September 2004

Please register delegates for this conference

Please return by post or fax to:

JAVA EVENTS LIMITED, 4 Golden Square, London W1F 9HT

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 £600 plus VAT (£705 in total)

- I enclose a cheque for the sum of £ made payable to Java 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.
- Bank Transfer: quoting reference PDP2004
Bank details: Lloyds TSB Bank plc. Account No.: 3494456 Sort code: 30-92-82
Ealing Broadway Branch, 45 The Broadway, Ealing, London W5 5JU
- Please register the following Delegate(s) and supply an invoice by post
- I am a IAPP member (10% members discount)
- I am a BABi member (10% member's 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. JAVA 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 Wednesday 1 September 2004
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.java-events.com

 Email: info@java-events.com

 Tel: **+44 (0) 207 287 2561**

 Post: Please complete and return the registration form with payment details.

Delegate places are limited and the deadline for booking is 10 October 2003.

ADMINISTRATION DETAILS

Date: 8th September 2004

Time: 9.00 am

Venue: Trinity House, Tower Hill, London

Fees: £600 plus 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 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, Java Events Ltd in London on +44 (0) 207 287 2561 or Email: info@java-events.com

CANCELLATIONS

Cancellations received in writing before 20 August 2004 will be refunded in full less an administrative charge of £100 plus VAT.

We regret that cancellations cannot be accepted thereafter. For security reasons, substitute delegates are not acceptable.

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 £600 plus VAT (total £705) 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.