

**Privacy & Data  
Protection 2005**

**TransAtlantic Events Ltd  
2005 Conference Series**

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

**20th September 2005  
at  
Trinity House, Tower Hill, London**

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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 2005: 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 Boris Wojtan, from the Information Commissioner's Office, discussing 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 the 20th of September 2005.



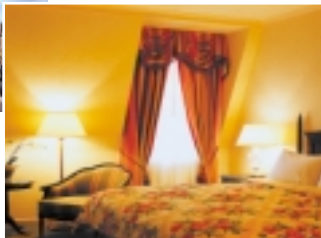
Alastair Gorrie  
Partner  
Orrick, Herrington & Sutcliffe LLP



IN ASSOCIATION WITH



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The Ponemon Institute Europe is proud to be associated with the Privacy & Data Protection 2005: Data Protection Compliance for Companies doing Business in Europe.

The Ponemon Institute is considered the leading privacy & information ethics think tank in North America, supported by 10% of the Fortune 500 from all major sectors. The Ponemon Institute Europe, based in The Hague, The Netherlands, is established to build the Institute's EU presence for thought leadership in data protection, privacy & information ethics.

Successful Institute applicants are appointed to our Responsible Information Management Council, and benefit from participation in multiple working groups with peers, focusing on cutting edge applications of data protection to fundamentally drive business value. Furthermore, pre publication insight into large scale comparative US / EU consumer research is accessible, as are insights into our technological research, along with monthly calls with thought leaders, networking and a myriad of other PR & IP benefits.

Ponemon Institute Europe is revolutionising data protection compliance by laying the path for business value through superior information management practices. For further information, please go to our website at [www.ponemon.org](http://www.ponemon.org), or call / mail Steve Kenny on +31 62 811 9687 / [steve@ponemon.org](mailto:steve@ponemon.org)

**Steve Kenny**  
Managing Director, Ponemon Institute Europe

**DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 9 SEPTEMBER 2005**

**WWW.TRANSATLANTIC-EVENTS.COM**

# Data Protection Compliance for Companies Doing Business in Europe

20th September 2005 at Trinity House, Tower Hill, London

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 LLP</i>
<b>Panel One: Data export compliance including binding corporate rules and outsourcing</b>		
9:15 – 9:45	<b>Data Transfers to the US – Practical Options for Companies</b>	<i>Mark E. Schreiber, Partner, Palmer &amp; Dodge LLP, Boston, USA</i>
	<ul style="list-style-type: none"> <li>- Data protection compliance options available for U.S. companies operating in E.U.</li> <li>- How to audit data flow and identify when a company is subject to these laws</li> <li>- Methods to address data transfer restrictions to U.S.</li> <li>- Individual consents or data protection agreements</li> <li>- Pros and cons of the "U.S. Safe Harbor" Programme</li> <li>- Global privacy policies</li> <li>- Obligations/exposure when E.U. personal data hits U.S. company data bases</li> <li>- U.S. privacy law, CAN-SPAM and HIPAA applications to E.U. data reaching U.S.</li> </ul>	
9:45 – 10:15	<b>Data Protection and Outsourcing</b>	<i>Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture, London</i>
	<ul style="list-style-type: none"> <li>- What are the data protection legal issues?</li> <li>- What are the respective positions and duties of the client and service provider?</li> <li>- How to deal with offshore outsourcing and international transfers?</li> <li>- How to address data protection in outsourcing deals?</li> </ul>	
10:15 – 10:40	<b>Keeping IT Secure: The role of Information Security in Data Protection Compliance</b>	<i>Robert Bond, Partner, Faegre &amp; Benson LLP</i>
	<ul style="list-style-type: none"> <li>- What are organisational and technical measures?</li> <li>- What are the threats?</li> <li>- What should be covered in an IS Policy?</li> <li>- ISO 17799</li> <li>- Making information security a business practice</li> </ul>	
10:40 – 11:00	<i>Coffee</i>	
11:00: – 11:35	<b>Ensuring data protection compliance on a multi-jurisdictional basis within the EU</b>	<i>Mike Pullen, Partner, DLA Piper Rudnick Gray Cary</i>
	<ul style="list-style-type: none"> <li>- What do companies operating on a multi-jurisdictional basis need to do to ensure data compliance within the EU.</li> <li>- Is a uniform compliance policy feasible.</li> <li>- Compliance and transfers of data outside of the EU.</li> <li>- Risk Management.</li> <li>- How to deal with crisis and regulatory investigations.</li> </ul>	
11:35 – 12:10	<b>Binding Corporate Rules- from the National Data Protection Authority perspective</b>	<i>Boris Wojtan, UK Information Commissioners Office</i>
	<ul style="list-style-type: none"> <li>- The motivation for the BCR procedure</li> <li>- The practical approach adopted by the ICO</li> <li>- The work currently underway</li> </ul> <p>Cooperation procedure between EU DP Authorities</p>	
12:10 – 13:00	<b>Panel Discussion: Data export compliance &amp; Binding Corporate Rules</b>	<i>Panel Chairman: Alastair Gorrie</i> <i>Panellists: Mark E. Schreiber, Mike Pullen, Bojana Bellamy, Robert Bond, Boris Wojtan</i>
13:00 – 14:00	<i>Lunch</i>	
<b>Panel Two: Direct marketing and data protection</b>		
14:00 – 14:05	<b>Co-chairman's Introduction: Direct marketing and data protection</b>	<i>Co-chairman: Duncan Painter, CEO, ClarityBlue Limited</i>
14:05 – 14:30	<b>Profiting from Privacy</b>	<i>Tim Beadle, Director, Marketing Improvement</i>
	<ul style="list-style-type: none"> <li>- Using Privacy laws to implement Salesforce Automation</li> <li>- Promoting privacy as a differentiator</li> <li>- Fitting privacy into your website</li> </ul>	
14:30 – 14:55	<b>Regulation made easy: email and SMS law</b>	<i>Tim Pullan, Partner, IT &amp; Outsourcing Group, Lawrence Graham LLP</i>
	<ul style="list-style-type: none"> <li>- The essential legal requirements</li> <li>- What does consent look like and do you need it?</li> <li>- Maintaining your prospect and customer database</li> <li>- What's around the corner?</li> </ul>	
14:55 – 15:20	<b>Data Protection within Practical Marketin</b>	<i>Tim Trent, Consultant, Marketing Improvement</i>
	<ul style="list-style-type: none"> <li>- Incorporating Data Protection into Data Driven Marketing</li> <li>- Why my Marketing Database needs to Shrink</li> <li>- Do Less and get More</li> </ul>	
15:20 – 15:45	<b>Panel Discussion: Direct marketing and data protection</b>	<i>Panel Chairman: Duncan Painter</i> <i>Panellists: Tim Beadle, Tim Trent, Tim Pullan</i>
15:45– 16:00	<i>Coffee</i>	
<b>Panel Three: Subject access requests, Employee Protection and litigation</b>		
16:00 – 16:25	<b>Data Subject Access Requests: Analysis, impact and case study.</b>	<i>Renzo Marchini, Dechert LLP</i>
	<ul style="list-style-type: none"> <li>- The impact of the Durant v Financial Services Authority judgment on data protection law generally, and subject access requests in particular.</li> <li>- The Information Commissioner's reaction: guidance</li> <li>- Subject Access Requests: practical tips on how to deal with them.</li> <li>- Other recent cases.</li> </ul>	
16:25 – 16:50	<b>Employee information in Europe, these dreaded subject access requests and litigation to die for - a quick roundup of recent developments</b>	<i>Anne Coles, consultant, Fox Williams</i>
	<p>EMPLOYEE INFORMATION</p> <ul style="list-style-type: none"> <li>- Employee records what you can collect, what you can retain and what you must delete</li> <li>- Monitoring your workers - email, web access, CCTV and surveillance - what you can and can't do</li> <li>- Health records - occupational health schemes, drug and alcohol testing, genetic testing and beyond</li> </ul> <p>LITIGATION</p> <ul style="list-style-type: none"> <li>- Celebrity cases don't make good law</li> <li>- Brief examination of recent case on privacy and data protection</li> </ul>	
16:50 – 17:15	<b>Panel Discussion: Subject access requests and litigation</b>	<i>Panel Chairman: Alastair Gorrie</i> <i>Panellists: Renzo Marchini, Anne Coles</i>
17:15	<i>Chairman's final remarks and close of conference - End of Conference.</i>	

**DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 9 SEPTEMBER 2005**

# Data Protection Compliance for Companies Doing Business in Europe

20th September, Trinity House, Tower Hill, London

Please photocopy for multiple delegates

Deadline for booking Friday 9 September 2005

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 1H 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 £500 plus VAT (£587.50 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](http://www.transatlantic-events.com)
- Bank Transfer: quoting reference PDP2005  
Bank details: Lloyds TSB Bank plc. Account No.: 03494456 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 an ICC UK or BABI member (10% members discount)
- I am a Ponemon Institute member (10% members 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 (under this offer) by Friday 9 September 2005
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 for this pre-press offer is 9 September 2005.

## ADMINISTRATION DETAILS

Date: 20th September 2005  
Time: 8.30 am  
Venue: Trinity House, Tower Hill, London  
Fees: £500 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, TransAtlantic Events Ltd in London on **+44 (0) 845 602 2449**.

## CANCELLATIONS

Cancellations received in writing before 20 August 2005 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 £500 + VAT (total £587.50) 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.