

"Data Protection: Global Compliance Management"

•
**Wednesday the 26th January 2011
at
The Law Society of Ireland, Dublin**

•
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



BEAUCHAMPS
SOLICITORS

LONGSTONE
Management Ltd

Official Hotel
maldron
HOTELS

VAN BAEL & BELLIS



Organised By
TRANSATLANTIC
EVENTS

Message from the Chairman

Dear Delegates,

Compliance with data protection laws (on a local or international basis) is an essential requirement for all companies. Companies who control and use personal data (whether they are in the public or private sector) are legally obliged to keep it safe and secure. It is important to take these responsibilities seriously, have adequate security arrangements and data protection policy in place as well as proactively audit access to the personal data to detect any irregular patterns of access or use of that data by employees or unauthorised persons. Failure to comply with these obligations can have financial consequences, not to mention negative publicity, for companies.

In the 5th Annual Privacy & Data Protection Conference Ireland: "*Data Protection: Global Compliance Management*", leading experts and legal practitioners have been brought together to provide guidance to companies on how they can comply with their local and international data protection obligations. A lively debate and exchange of views will be encouraged through the Q&A sessions and panel discussions in which the speakers will participate.

I look forward to seeing you at the Law Society on **Wednesday 26th January 2011**.



Maureen Daly
Partner
Beauchamps Solicitors
Dublin

BEAUCHAMPS
SOLICITORS

Official Hotel



Maldron Hotel Smithfield
Smithfield, Dublin 7, Ireland
Tel: + 353 (0)1 485 0900
Fax: + 353 (0)1 485 0910

Maldron Hotel Smithfield

The Maldron Hotel Smithfield is a new hotel located in the rejuvenated Smithfield area of Dublin city there is the broad Smithfield Plaza and some new bars and coffee shops. The new tram in Dublin - the LUAS passes right by the hotel providing easy access to all parts of the city. Its a medium sized hi-spec hotel being only 5 years old.

Accommodation at the Maldron Hotel Smithfield

The Maldron Hotel Smithfield has 92 guest rooms all of which come equipped with free broadband, satellite TV / movies, tea & coffee making facilities & hairdryer. The finish is contemporary and minimalist in flavour. There are singles, doubles and triples (double/singles) all have an excellent finish.

Facilities at the Maldron Hotel Smithfield

The hotel is located within easy walking distance (or even easier on the LUAS - tram) of the city centre and so all the facilities of the city are on your doorstep. Hotel amenities include: Cocktail lounge, coffee shop, multi-lingual staff, elevator and hi speed internet access.

A special room rate of only 69.00 EURO Room Only or 79.00 EURO B&B for Single Rooms has been arranged for all event participants who wish to stay overnight in Dublin for the event.

**To take advantage of this special rate simply phone
+353 (0)1 485 0900 and quote "Trans Events".
www.maldronhotels.com**



Data Enlightenment

Atrium helps companies generate more and better value sales and closer relationships with their customers and prospects. It does this through more effective use of customer and prospect data, more effective data acquisition strategies and ensuring compliance with Data Privacy legislation that does not stifle business activities.

The right expertise

We have legal experts, marketing and data practitioners on our staff, so that we can find the balance between the legal absolutes and the practical needs of the business to carry on doing business. We maximize marketing reward and we help our clients assess and minimize their business risks – both legal and reputational.

Blue-chip clients

Our client list speaks for itself: Associated Newspapers, BSI, Cisco, Johnson & Johnson, nPower, Telegraph Media Group, Virgin and many others. They have all valued our pragmatic approach and deep understanding of the technology, marketing and legal issues at play.

Services

Our services include:

- Binding Corporate Rules
- Consultancy
- Data Privacy Audits
- Policy & Process Creation
- Privacy Impact Assessments
- Systems Audits
- Training
- Web & E-mail compliance

For further information please visit our website at:

www.atriumgroup.com

or email: tim.beadle@atriumgroup.com



The 5th Annual Privacy & Data Protection Conference Ireland
"Data Protection: Global Compliance Management"
Wednesday the 26th January 2011
The Law Society of Ireland, Dublin

Conference Agenda:

9:00 - 9:30 **Registration & Coffee**

9:30 - 9:40

Chairman's Introduction: Privacy & Data Protection overview

Chairman: **Maureen Daly, Partner, Beauchamps Solicitors, Ireland**

Part One: Safe Harbor, Model Clauses, BCR and the APEC Solution

9.40 - 10.05

Data Protection Keynote: Data Protection in Ireland: A lot done, more to do?

Keynote Speaker: **TJ McIntyre, University College Dublin, Ireland**

10.05 - 10.30

BCR: Can one size fit all?

Speaker: **Andreas Carney, Senior Associate, Matheson Ormsby Prentice, Ireland**

- Application process how it works in practice.
- Challenges/learning points.
- What we would do different now

10:30 - 10:55

Data Transfers and Conflicts of Laws: Implementing Reporting and Monitoring Procedures

Speaker: **Mark Young, Senior Associate, Covington & Burling LLP, UK**

- OFAC
- SOX and Dodds-Frank
- CNIL Guidelines and Authorisation
- Article 29 Working Party & National DPA guidelines
- Can ethical reporting and monitoring sit side by side with EU Data Protection laws?

10:55 - 11:15

Data Protection: Safe Harbour and Practical Implementations

Speaker: **David Fagan, Partner, Eversheds O'Donnell Sweeney, Ireland**

11:15 - 11:25 **Coffee**

Part Two: Data Protection And The Workplace

11:25 -11:45

SARs in the current climate

Speaker: **Peppe Santoro, Partner, Eversheds O'Donnell Sweeney, Ireland**

- A primer on the basic rules
- Some practical issues and how to address them
- Discussing the changing landscape of the law and current climate and the impact on SARs

11:45 – 12:05

Ensuring Data Protection Law Compliance in Multiple Jurisdictions

Speaker: **Monika Kuschewsky, Partner, 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

TRANSATLANTIC EVENTS

The 5th Annual Privacy & Data Protection Conference Ireland
"Data Protection: Global Compliance Management"
Wednesday the 26th January 2011
The Law Society of Ireland, Dublin

12:05- 12:40

Outsourcing, Insourcing and the The Cloud

Speaker: **Jeanne Kelly, Partner, Mason Hayes + Curran, Ireland**

- What are the legal issues?
- Shifting distinctions between "data controllers" and "data processors"
- Jurisdictional problems. Whose law applies?
- Offshoring. - How to address data protection in the Cloud

12:40 - 1:00

The Data Protection Interactive

Panel Chairman: **Maureen Daly**

Panelists: **Monika Kuschewsky, Peppe Santoro, Jeanne Kelly, Mark Young, Madeleine Delaney, Thomas McIntyre, Andreas Carney, David Fagan**

- SOX, Data Protection and Hotlines
- Responding to Privacy Breaches
- Binding Corporate Rules
- Data Protection and Outsourcing
- The Cloud

13.00 - 14.00 **Lunch**

Part Three: Marketing, Kids and Social Networking

14:00 - 14:05

Chairman's Introduction: **Privacy & Data Protection overview**

Co-Chairman: **Paul C. Dwyer, Security GRC Principal, Eircom Group, Ireland**

14.05 - 14:30

When will a Marketing Director go to Prison?

Tesco Ireland has just been fined and forced to stop sending marketing emails. As the regulators get tough, where are the man-traps waiting for the unwary marketing dep't to walk right in to?

Speaker: **Tim Beadle, Director, Atrium, UK**

- Gaining consent and what 2011's "cookie law" will require
- Behavioural vs contextual data
- Data sharing and buying

14:30 - 14:55

Data Protection For Children

Speaker: **Hugh Jones, Director, Longstone Management Ltd., Ireland**

- Contract law or data protection
- Children and Social/traditional Media
- What is verified parental consent
- When is a child not a child? (Maturity measured in Competence, not years)
- Digital Natives v's Digital Immigrants - expectations and assumptions
- Can parents give or deny consent?
- Balancing the parents' interests with the child's rights
- Sharing/Disclosing Childrens' Sensitive Personal Data
- Enforcing a child's right to privacy
- The risk of consent being withdrawn
- Childrens' data and retention guidelines (specific purpose)

TRANSATLANTIC EVENTS

The 5th Annual Privacy & Data Protection Conference Ireland
"Data Protection: Global Compliance Management"
Wednesday the 26th January 2011
The Law Society of Ireland, Dublin

14:55 - 15:25

Social Networking, Advertising, Marketing and Privacy Issues: Legal and Compliance

Speaker: **Tim Beadle, Director, Atrium, UK**

- Social Media - Advertising and Marketing
- Company Social Media Governance and Policies
- Digital Age Privacy - Does privacy really exist anymore?

15:25 - 15:45

Panel Discussion: Social Networking, Marketing and Privacy

Panel Chairman: **Paul C. Dwyer**

Panelists: **Tim Beadle, Hugh Jones**

15:45- 16.00 Coffee

Part Four: Information Security

Chairman: **Maureen Daly, Partner, Beauchamps Solicitors, Ireland**

16:00 - 16:25

Building an Information Security culture and policy

Speaker: **Brian Honan, Director, BH Consulting, Ireland**

- The key legal drivers
- Controls and standards
- Addressing the cultural, technical and legal requirements
- Being prepared for a breach incident

16:25 - 16:50

Information Security

Speaker: **Yvonne Cunnane, Solicitor, Matheson Ormsby Prentice, Ireland**

16:50 - 17:15

Data Protection - Managing a crisis

Speaker: **Hugh Jones, Director, Longstone Management Ltd., Ireland**

- Recognising a Crisis - criteria for consideration
- Preparation - scripts, templates, roles and responsibilities
- The risk of CHAOS - (Chief Has Arrived On Site)
- Mandatory and Regulatory reporting obligations
- Avoid digging a deeper hole
- Demonstrating a return to stability
- The importance of "Lessons Learned"

17:15 - 17:30

Panel Discussion: Information Security

Panel Chairman: **Maureen Daly**

Panelists: **Brian Honan, Yvonne Cunnane, Hugh Jones**

17:30 **Chairman's final remarks and close of Conference.**

Chairman: **Maureen Daly, Partner, Beauchamps Solicitors, Ireland**