

**Privacy & Data
Protection USA
2006**

**TransAtlantic Events Ltd
2006 Conference Series**

Data Protection Compliance for Companies Doing Business in Europe & America

4th May 2006

**University of Chicago Graduate School of Business
Gleacher Center
450 North Cityfront Plaza Drive
Chicago, Illinois 60611 USA**

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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EVENTS**

Dear Delegates,

It gives me great pleasure to welcome you to Privacy & Data Protection USA 2006: Data Protection Compliance for Companies doing Business in Europe & America. We are very privileged to host this event at the University of Chicago Graduate School of Business in the great city of Chicago. This event is the third in our series of annual Data Protection Events, with the two previous events being held earlier in London and Dublin.

Data protection compliance has become an essential requirement for US companies doing business in Europe and particularly for those involved in disseminating customer, partner or employee information across international 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 information. The US also has its own requirements, for example in relation to data security. Certain US regimes do not sit comfortably with the European data protection rules, notably Sarbanes-Oxley whistleblowing hotlines.

We have brought together leading specialists and practitioners to help guide company executives through the impact and implications of data protection compliance and to help reconcile conflicting requirements. In addition, we are honoured to have Boris Wojtan, from the UK's 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 through the means of Q&A sessions and roundtable discussions in which all speakers will participate.

I look forward to seeing you in Chicago on the 4th of May 2006.

Alastair Gorrie, Partner, Orrick Herrington & Sutcliffe, United Kingdom

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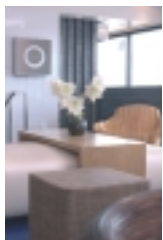
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We invite you to discover an experience you've been missing. Wonderland at W Hotels of Chicago is a concept of fantasy, wishes, desire, magical wonderment and intrigue. It's about all possibilities imagined...all dreams fulfilled.

W Chicago-Lakeshore

Experience Chicago from an entirely different view, a refreshing water view to be exact. Situated along Lake Shore Drive near Navy Pier, W Chicago - Lakeshore is the only hotel in Chicago directly overlooking Lake Michigan. The hotel provides easy access to the beach, so bring your swimsuit.



After you hit the beach, drown yourself in the comfort of one of our 520 deluxe guest rooms and suites. Check out the city and the lake from our rooftop lounge, Whiskey Sky, or enjoy an intimate dinner for two at Wave, our signature restaurant. We're convenient to the best of everything in the city, from the festivities of Navy Pier to the premiere shopping of Michigan Avenue.

A special room rate has been arranged for everyone attending Privacy & Data Protection USA 2006.

**To reserve your room, call: 1-877 W Hotels
Be sure to quote PDP USA.**

Guestrooms & Rates are based on availability

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 21 APRIL 2006

WWW.TRANSATLANTIC-EVENTS.COM

Data Protection Compliance for Companies Doing Business in Europe & America

4th May 2006 University of Chicago Graduate School of Business, Gleacher Center, 450 North Cityfront Plaza Drive Chicago, Illinois 60611 USA

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, UK</i>
Panel One: Data export compliance including binding corporate rules and outsourcing		
9.15 - 9.50	Global Data Transfers – Practical Options for Companies	<i>Mark E. Schreiber, Partner, Edwards Angell Palmer & Dodge LLP, USA</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 - 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. 	
9.50 - 10.25	Data Protection and Outsourcing	<i>Bojana Bellamy, Global Data Privacy Compliance Lead, Accenture, 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? 	
10:25 - 11:00	SOX, Data Protection and Hotlines: Whistle while you work?	<i>Robert Bond, Partner, Faegre & Benson LLP, UK</i>
	<ul style="list-style-type: none"> - 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? 	
11:00 – 11:20	<i>Coffee</i>	
11:20 – 11:55	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. 	
	Multi-jurisdictional Case Study	<i>Karen Morris, AIG, UK</i>
11:55 – 12:30	Binding Corporate Rules: The UK Regulator's perspective	<i>Boris Wojtan, UK Information Commissioners Office</i>
	<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 	
12:30 – 1:00	Panel Discussion: Data export compliance, Binding Corporate Rules and Whistleblowing Systems.	<i>Panel Chairman: Alastair Gorrie</i> <i>Panellists: Mike Pullen, Robert Bond, Boris Wojtan, Mark E. Schreiber, Bojana Bellamy, Karen Morris</i>
13.00 - 14.00	<i>Lunch</i>	
Panel Two: Using and Managing Personal Data		
14:00 - 14:05	Co-chairman's Introduction: Direct marketing and Managing Personal Data	<i>Co-chair: James Black, Partner, Orrick Herrington & Sutcliffe LLP, USA</i>
14.05 - 14:35	Keeping IT Secure: The role of Information Security in EU Data Protection Compliance	<i>Philip Nolan, Partner, Mason Hayes & Curran, Ireland</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 	
14:35 - 15:00	The upside of Privacy for Sales and Marketing	<i>Tim Beadle, Director, Marketing Improvement, UK</i>
	<ul style="list-style-type: none"> - Using Privacy laws to implement Sales force Automation - Promoting privacy as a differentiator - Fitting privacy into your website- - Incorporating Data Protection into Data Driven Marketing - Why my Marketing Database needs to shrink - Do Less and get More 	
15:00 - 15:25	Daily Privacy Choices for U.S. In-House Counsel - Life in the Data Fast Lane	<i>Michael Zurcher, Parexel, USA (TBA)</i>
	Bullets: TBA	
15:25 - 15:45	Panel Discussion: Direct marketing and Data Protection	<i>Panel Chairman: Co-chair: James Black, Partner, Orrick Herrington & Sutcliffe LLP, USA</i> <i>Panellists: Philip Nolan, Tim Beadle, Michael Zurcher</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>Dr. Mark Watts, Partner, Bristows, 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>Anne Coles, Senior Partner, AMC Law, UK</i>
	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 	
	LITIGATION	
	<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: Dr. Mark Watts, Anne Coles</i>
17:25	Chairman's final remarks and close of conference - End of Conference	

Data Protection Compliance for Companies Doing Business in Europe & America

4th May 2006 at the University of Chicago Graduate School
of Business, Gleacher Center, 450 North Cityfront Plaza Drive
Chicago, Illinois 60611 USA

Please photocopy for multiple delegates

Deadline for booking Friday 21 April 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	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
Second delegate	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
Organisation	<input type="text"/>	
Type of business	<input type="text"/>	
Address	<input type="text"/>	
	<input type="text"/>	
	<input type="text"/>	
Country	<input type="text"/>	Postcode <input type="text"/>
Phone	<input type="text"/>	Fax <input type="text"/>
Email	<input type="text"/>	

Brochure code:

Registration fee is \$1000.00

- I enclose a check 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 checks (USA only) if required. Register on-line at: www.transatlantic-events.com
- Bank Transfer: quoting reference PDP2006-USA
Bank details: Lloyds TSB Bank plc. Account No.: 03494456 Sort code: 30-92-82
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 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 any external companies other than event sponsors/speakers only.

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 21 April 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.

5 EASY WAYS TO REGISTER

- Fax (USA): **(313) 447 4700**
- Fax (EU): **+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 21 April 2006.

ADMINISTRATION DETAILS

Date: 4th May 2006
Time: 8.30 am
Venue: University of Chicago Graduate School of
Business, Gleacher Center, Chicago
Fees: \$1000.00 per delegate

PAYMENT INFORMATION

Payment must be received prior to the event. Delegate invoices will be issued. Registered delegates will be invoiced in US Dollars. Delegate Registration & Accounts will be orchestrated form our Central Booking Office in Epsom, Surrey UK

EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee. However, a reduced rate has been arranged at W Chicago-Lakeshore on 1-877 W Hotel. Please contact the hotel directly and be sure to quote: PDP USA.

It is advisable to book four weeks prior to the event. After that time rates and availability cannot be guaranteed. Guestrooms & Rates are based on availability.

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 7 April 2006 will be refunded in full less an administrative charge of \$200.00

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 \$1000.00 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.