

Two Day Conference, 27 & 28th January 2009
Masterclass, 29th January 2009
Hilton London Euston, WC1

19.5 CPD HOURS
Solicitors Regulation
Authority Accreditation

Hear practical
take-home strategies from 22
leading data protection experts

DATA PROTECTION

Turning data protection from a business burden to a business driver

- Make your data work for you – turn data protection into a source of business advantage
- Practical strategies and procedures to protect your reputation, reduce business risk, and create a safe, robust and flexible data management programme
- Hear the possible reforms of European data protection regulations from the EU and European data protection authorities

New for 2009 – 22 speakers, European regulatory insights from EU DG Justice Data Protection Unit, Information Commissioner's Office, House of Commons Justice Committee, 4 specialist roundtable discussion groups & a practical masterclass

THE LAWYER
CONFERENCES

MASTERCLASS

An advanced and practical guide on how to resolve the challenges raised by the data protection limitations affecting international data transfers

Expertly led by:

Eduardo Ustaran, Partner
Field Fisher Waterhouse

 Field Fisher Waterhouse

29th January 2009

Hear practical take-home strategies from 22 leading data protection experts:



Media Partners:

PRIVACY LAWS® BUSINESS
DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE
www.privacylaws.com



THE LAWYER
CONFERENCES

Hear practical advice on how you can best manage your data and data protection for business advantage

Day One – 27th January 2009

08.30 Registration and coffee

09.00 Chairman's opening address

09.10 Developments in data protection regulations in the UK

- What does and does not have to be disclosed under national data protection acts?
- How data protection issues cross into other areas – what conflicts might emerge?

David Evans

Senior Guidance Manager

Information Commissioner's Office, UK



09.50 Possible reform of data protection regulation in the EU

Alain Brun

Head of Unit, Data Protection

EU DG Justice, Freedom and Security

10.30 Managing the relationship with the regulator

Penny Berryman, Senior Manager,

Group Compliance & Operational Risk

Lloyds TSB



11.00 Coffee and networking

11.30 The Barclays Privacy Programme

- Why we initiated it
- How we structured it
- Key components to making it successful
- What did we learn?

Suzanne Rodway

Privacy Director

Barclays



CASE STUDY

12.00 The practical aspects of managing secure data flow across Vodafone

- Various challenges of data processing faced within Vodafone
- When to outsource
- How to outsource
- Why relationship building is vital when addressing the challenges of data security

Amanda Chandler, Data Protection
& Business Continuity Manager

Vodafone



12.30 Avoiding identity fraud – a credit reference agency's view

- What is the cost of identity fraud, how is it carried out & how widespread is it?
- Your business obligations
- Spotting identity fraud & protecting your business

Helen Lord

Fraud & Regulatory Compliance Director

Experian



13.00 Lunch

14.00 Chairman's address

ROUNDTABLES

14.20 Breakout round table sessions

Personalise your itinerary by choosing from one of the four specialist roundtable discussion groups detailed below. Following the roundtable discussions, the session facilitators will discuss their findings with the group and take Q&As from the audience

15.50 Coffee and networking

16.20 Managing consumer marketing preferences

Practical management of:

- Mailing preference service
- Telephone preference service
- Fax preference service
- Email preference service
- Exceptions and how to manage them

James Milligan

Legal and Public Affairs Adviser

Direct Marketing Association



16.50 Whistleblowing procedures v. data protection compliance

- The challenges of implementing whistleblowing procedures over multiple European countries
- Getting the basics right – authorisations and data transfers
- Difficult countries and possible solutions
- Is anonymous reporting lawful?
- Obligation to inform the subject to a whistleblowing report
- Practical procedures to ensure privacy compliance

Eduardo Ustaran, Partner

Field Fisher Waterhouse



17.20 Chairman's closing remarks

17.30 Close of day one

Day Two – 28th January 2009

08.45 Coffee and registration

09.00 Chairman's opening address

09.10 An examination of the measures that need to be put into place to ensure government and corporates are more accountable for data security breaches

Sir Alan Beith MP, Chair,

House of Commons Justice Committee



09.50 Creating business value through effective data protection strategies

Michael Powders

Legal Counsel (data)

IBM



Roundtable 1

Reconciling FSA statements with the Data Protection Act

- What is the FSA's attitude towards data protection responsibilities?
- What particular data protection problems are encountered in financial services?
- Contrasting FSA statements on data protection with the spirit of the Data Protection Act
- Is there a conflict?
- How should you approach differences of interpretation?
- How do the enforcement mechanisms differ?

Quentin Archer, Partner, Lovells

Lovells

Roundtable 2

Practical means of handling data subject access requests

- What are the most common subject access request issues, and how can you best manage them?
- How to respond compliantly to requests without burdening your business
- When do access rights apply?
- Verifying access requests
- Managing employee references
- Exemptions

Dr Chris Pounder, Consultant

Amberhawk



Learn how to avoid censure by ensuring company wide compliance with data protection regulations

10.20 How GE manages international data transactions

- What are the challenges and how can you resolve them?
- What are the options for transferring group data from one country to another?
- Binding corporate rules – the GE experience
- How to manage the different data protection laws that exist across the world

Claire Powell

General Counsel

GE Enterprise Client Group – Europe



10.50 Coffee and networking

11.20 Panel discussion – how to push data protection compliance across your organisation

- Explaining the rationale behind data protection law to marketers, HR professionals & other departments in order to safeguard the business
- Ensuring consistent use of data across your organisation
- Communicating the impact of non-compliance

Panellists include:

Sandie Okoro

Global General Counsel

Baring Asset Management



Enrique Aznar

Deputy General Counsel

Tyco



Jannine Aston

Data Protection Manager EMEA

Verizon



12.20 Monitoring employees – creating the right balance between security and the rights of employees

- How do you monitor employees and what data are you allowed to keep?
- Evaluation, compliance checks, security issues, internal investigations, CCTV
- Acceptable methods of staff monitoring
- When and how to notify employees of your activities
- Best practices for disclosure
- How long to retain data
- Managing the conflict between the ICO drive against surveillance and your need to secure data

Richard Jones

Director of Data Privacy

Clifford Chance



12.50 Lunch

13.50 How to secure data carried in your wireless application

- Security vulnerabilities of wireless applications – what are the risks?
- Real life implications for corporates
- What organisations can do to secure their wireless applications

Neil Jarvis, Regional Head of IT Security

& IT Risk (EMEA)

DHL



14.20 How to ensure best practice and maximum interoperability across the UK Police information management community

- Records management
- Data protection
- Freedom of information
- Information security management

Gary Brailsford

Head of Information Services

City of London Police



15.50 Coffee and networking

15.20 Case study – learning the lessons from data security incidents – a health insurance perspective

- The importance of data security in a health context
- Ensuring data security
- Measuring the consequences of data loss
- Investigating an incident or perceived incident
- Damage limitation
- Refining security protection

Stephen Hinde

Group Information Protection Manager

Bupa



15.50 An exploration of how you can use self regulation in order to comply with data protection laws

- How much can a company do for itself?
- How do the laws vary from country to country?
- How costly and rigid are some national regulations to industries?
- What are the most common things that are not fully understood by the national data authorities?
- How the EU is encouraging member states to self regulate
- Which sectors are actively self regulating, how are they doing it, and what is impeding other verticals from doing the same?

Eneken Tikk, Advisor

Nato Cyberdefence Centre

16.20 Chairman's closing remarks

16.30 Close of conference

Roundtable 3

Managing security breaches

- How to react to a security breach
- Who do you tell?
- Do you notify the regulators?
- What measures do you take to rectify the breach?
- What are the implications of the Point Report?
- How to create procedures for keeping information secure
- Education – how to ensure these procedures are available to staff

Kiran Sandford

Partner

Mishcon de Reya



Roundtable 4

Capturing, publishing and hosting data online – the legal challenges

- User Generated Content – who is responsible for what?
- Mitigating the risks – do disclaimers work?
- The emerging caselaw

Rob Corbet

Partner

Arthur Cox



29th January 2009

An advanced and practical guide on how to resolve the challenges raised by the data protection limitations affecting international data transfers

The Lawyer's masterclass on managing international data transfers will provide you with a practical, hands-on guide to the procedures and processes you need to implement in order to access, store and manage data internationally. Including:

- Creating best practice processes that allow you to manage data without having to think about each transaction
- The role of model contracts
- How to adopt and get the approval of a binding corporate rules scheme
- How to create an internal programme that meets European standards/regulations

The masterclass will provide an informal and highly interactive environment, perfect for sharing ideas and hands-on learning.

The interactive format will also allow your firm specific concerns to be addressed in an environment promoting discussion with your industry peers. A pre-masterclass questionnaire will facilitate tailored content, to ensure only the most relevant issues to your business are covered.

Masterclass Agenda:

09.00 Registration and morning coffee

09.30 Re-cap on the problem and possible approaches

- What counts as an "adequate level of protection" in different jurisdictions?
- Which countries outside of the EEA are deemed by the European Commission to provide an adequate level of protection?
- Which EU jurisdictions require regulators' approval prior to the transfer?
- Transferring data to the USA
 - When can you rely upon the "Safe Harbor" scheme?
- What other ways can you legally transfer data outside the EEA?
 - Individual consents to data transfer
 - Can you use contractual agreements between companies?
- What level of security is an offshore call centre required to adopt?

11.00 Networking break

11.30 Model contracts – when to use; when not to use

- To what extent can you amend the contractual clauses?
- How much detail is required?
- How many contracts do you need (re, when operating in different jurisdictions)?
- Which EU jurisdictions require the filing and approval of model contracts?
- Is it possible to rely on an intra-group agreement approach?

12.30 Lunch

13.30 Are Binding Corporate Rules a realistic way of legitimising intra-group data transfers?

- What to submit when applying for Binding Corporate Rules (BCR) approval?
- What are the EU authorities' expectations?
- How do you demonstrate that your BCR is legally binding?
- What are the most challenging aspects of a BCR scheme?
- How to adopt and get the approval of a BCR scheme

15.00 Networking coffee

15.30 Feedback from the group sessions and an evaluation of the challenges faced by masterclass attendees

16.30 Close of masterclass

Masterclass Leader:

Eduardo Ustaran, Partner, **Field Fisher Waterhouse**

Eduardo Ustaran is a partner in the Privacy and Information Law Group at Field Fisher Waterhouse in London. Eduardo advises international clients, including leading FTSE 100 companies, on the adoption of global data protection compliance strategies.

Eduardo wrote the data exports chapter of the Law Society's *Data Protection Handbook* and is co-author of the book *E-Privacy and Online Data Protection*. He is a regular contributor of articles to *Privacy & Data Protection* journal.



CONFERENCE SPONSORSHIP OPPORTUNITY

Just as this event is tailored to meet the current information needs of the key stakeholders in Data Protection, sponsor partnerships can be tailored to meet your company's objectives before, during and after the event.

Sponsors benefit from:

- Presentation opportunities to contribute to this unique thought leadership debate
- Prominent branding to reinforce market presence
- Exclusive networking benefits to ensure you meet the people who are going to ensure the growth of your business now & in the future

To find out more, contact **Caroline Arnott** on +44 (0) 20 7943 8152 or email caroline.arnott@centaur.co.uk

DATA PROTECTION

After your people, data is your company's most valuable asset. Therefore protecting it, monitoring it, and ensuring you maximise its value for business advantage is of paramount importance to your company.

The problem is that the sheer volume of data is increasing by the day. Not only this, but the form this data takes, the means of accessing it, and the expectations of your data management and protection capabilities are increasing too.

In a globalised environment you are transferring data across a number of jurisdictions, each with their own laws, regulations and information cultures. How do you manage it all? How do you ensure you deliver maximum value?

The Lawyer's 2nd annual conference on Data Protection will give you take-home **practical** advice on proven strategies and procedures you can implement the next day.

This year's highlights include:

- Sir Alan Beith MP, Chair of the **House of Commons Justice Committee** will discuss the measures that need to be put in place to ensure government and corporates are more accountable for data security breaches
- **Alain Brun**, Head of the Data Protection Unit at the **EU DG Justice, Freedom and Security** will talk about possible reforms to European data protection regulation
- Understand the processes and procedures used by **GE** when managing international data transactions
- **Four breakout round table sessions** allowing you to focus on those issues affecting you the most, including:
 - Reconciling FSA statements with the Data Protection Act
 - Practical means of handling data subject access requests
 - Managing security breaches
 - Capturing, publishing and hosting data online – the legal challenges
- Learn how **Baring Asset Management, Tyco** and **Verizon** push data protection compliance across the company
- Hear the latest regulatory updates from the **ICO** and then learn how **Lloyds** manage their relationship with the regulator

Through a series of **case studies, workshops, panel discussions, specialist streamed roundtable discussion groups, and presentations from leading corporates and government agencies**, you will learn how to turn your data from a business burden into a business driver. This will be done through focussing on:

- Updates on case law
- Whistleblowing procedures
- Managing security breaches – responses to the Point Report
- How to create the right processes and procedures and ensure staff are educated to use them
- What does and does not have to be disclosed under the Freedom of Information Act
- What sort of marketing you can do with data – the value of data to a business and what you can do with it
- When and how companies can self regulate within the spirit of the national data protection laws
- How to build relationships with other departments
- Outsourcing
- Striking the right balance between privacy and transparency

Do not miss the opportunity to attend the only event focussing on using excellent data protection practices to maximise business advantage. Join legal and data protection leaders from other organisations, giving you new contacts and cross-industry insights.

To ensure you personalise your itinerary through registering on the right roundtables, it is essential you book now as places are limited.

BOOK NOW:

Call +44 (0) 20 7970 4770

www.thelawyerconferences.com

THE LAWYER
CONFERENCES

MASTERCLASS

An advanced and practical guide on how to resolve the challenges raised by the data protection limitations affecting international data transfers

Expertly led by:

Eduardo Ustaran, Partner, **Field Fisher Waterhouse**

29th January 2009

DATA PROTECTION

Two Day Conference, 27 & 28th January 2009
Masterclass, 29th January 2009
Hilton London Euston, WC1

HOW TO BOOK

ONLINE: www.thelawyerconferences.com

CALL: +44 (0)20 7970 4770

FAX: completed form to: +44 (0)20 7970 4799

POST: completed form & payment to:
Centaur Conferences, Customer Services,
Third Floor, 50 Poland Street
London, W1F 7AX

GOLD PASS – Two Day Conference & Masterclass

£1898 + VAT (£2230.15) – SAVE £100*

Two Day Conference Only

£1299 + VAT (£1526.33)

Masterclass Only

£699 + VAT (£821.33)

I am unable to attend but would like to purchase the Documentation CD-ROM** **£399**

** Documentation CD-ROM included in conference price

* Discounts cannot be used in conjunction with any other offers

Please select your roundtable discussion group

Roundtable 1

Roundtable 3

Roundtable 2

Roundtable 4

YOUR DETAILS

PLEASE USE CAPITAL LETTERS / FOR FURTHER DELEGATES PHOTOCOPY FORM

TITLE: MR/MRS/MISS/DR/OTHER:

FORENAME:

SURNAME:

JOB TITLE:

COMPANY:

APPROVING MANAGER'S NAME:

APPROVING MANAGER'S JOB TITLE:

NATURE OF BUSINESS:

TELEPHONE:

FAX:

MOBILE:

EMAIL:

ADDRESS:

BOOK ONLINE AT

www.thelawyerconferences.com

POSTCODE:

SIGNATURE:

DATE: / /

VENUE INFORMATION

VENUE: Hilton London Euston
17-18 Upper Woburn Place, Bloomsbury
London, WC1H 0HT

TEL: +44 (0) 20 7943 4500

FAX: +44 (0) 20 7943 4501

WEB: www.hilton.co.uk/euston

TUBE: EUSTON

PAYMENT please tick appropriate boxes & complete details

Payment must be made in advance of the event. If payment is not received before the conference, you will be asked to pay by credit card before entering the conference.

Your fee includes CD-ROM, refreshments & lunch.

CREDIT CARD:

Please debit my Credit Card:

Visa | American Express | Mastercard

Delete as appropriate. Note: We do not accept Diners Club Cards

AMOUNT: £	Note: All credit card transactions will be processed in UK Sterling only
CARD NUMBER:	
NAME ON CARD:	
START DATE: / /	END DATE: / /
SIGNATURE:	
DATE: / /	

CHEQUE:

NOTE: IF SENDING A CHEQUE, PLEASE ATTACH IT TO THE BOOKING FORM

I enclose a cheque made payable

to Centaur Conferences for: AMOUNT £

BACS: IMPORTANT PLEASE QUOTE REFERENCE: 3180

We must receive cleared funds prior to the conference date.

Note: We do not accept purchase order numbers.

BACS payments made after the event will not be accepted.

A copy of the BACS Payment MUST be attached to your Booking Form & faxed or mailed to us to ensure appropriate allocation of funds can be made to your booking.

Account name: Centaur Communications Ltd Conferences
National Westminster Bank, 20 Dean St, London, W1A 1SX
Account No: 26023539 Sort Code: 60 30 03

MY CODE IS: M1

CONFERENCE CODE: 3180

DATA PROTECTION

We would like to keep you informed of Centaur Conferences products & services including information about this event. Please write to the Head of Marketing, Centaur Conferences at the address below if you specifically do not want to receive this information. We may also from time to time make your details available to carefully screened companies who have offers that may be of interest to you. Please tick if you do not want to receive information from

The Lawyer Sponsors Other 3rd parties

TERMS & CANCELLATION CONDITIONS

If you cancel your registration more than ONE month before the event, we will charge an admin fee of £75 + UK VAT (£88.13). For cancellations received on or after 19th December 2008, or in the event of non-attendance a 100% cancellation fee applies, in these circumstances NO refund can be given.

All cancellations MUST be made in writing & will be acknowledged in writing. If you make your booking via the telephone, you are automatically adhering to our terms & conditions. In the event that the Delegate makes an overpayment in respect of an invoice it will receive monthly statements from the Organiser showing the balance of the account for a period of 6 months only from the date of the invoice. Thereafter any over payments will be repayable on demand within statutory time limits. It may be necessary for reasons beyond the control of the Organiser to alter the content, timings or venue. Centaur Conferences does not accept liability for any transport disruption or individual transport delays & in such circumstances the normal cancellation restrictions apply. In the event of a terrorist alert or incident that prevents the running of the conference, Centaur Conference reserves the right to retain up to 50% of the fee as a contribution to delegate registration, all location, marketing & central administrative costs.

Are you registered? You will always receive an acknowledgement of your booking. If you do not receive anything, please call us on +44 (0) 20 7970 4770 to make sure we have received your booking. Your registration fee includes lunch, refreshments, documentation, priceless business contacts & numerous networking opportunities.

Centaur Conferences is a division of Centaur Media PLC,
registered number 4948078.
St Giles House, 50 Poland Street, London, W1F 7AX

