

**The 6th Annual  
Privacy & Data Protection Conference**

*"Data Protection:  
Global Compliance Management"*

**9 July 2009**

*at:*

*Speechly Bircham LLP, 6 New Street Square,  
London EC4A 3LX*

*Sponsor & Host*

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**Marketing Improvement**

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**Malmaison**  
LONDON

*Dear Delegates,*

It gives me great pleasure to welcome you to the 6th Annual Privacy & Data Protection Conference: "Data Protection – global compliance management". We are privileged to host this event at our offices in the City of London.

Global data protection compliance is an essential requirement for all multinational companies particularly those involved in cross-border data transfers and for governments, authorities and businesses. This stems the almost instantaneous nature of data sharing resulting from new technology, software as a service and cloud computing. Not only the EU but other countries around the world increasingly implement legislation to regulate the roles and responsibilities of businesses as well as the rights of individuals in relation to their personal information. The increase in information security breaches by both governments and businesses and subsequent investigations and crisis management issues increase the focus on information management practices.

We have brought together experts from the regulators, the lawmakers and the legal community from the US, the EU, the Middle East and Asia in order to debate the full range of issues that make up data protection compliance.

The conference will enable delegates to hear from experts as well as debate in open forum a range of issues from multi-jurisdictional compliance to niche areas such as outsourcing, monitoring, cloud computing, children's privacy data security breach management.

I look forward to seeing you at Speechly Bircham's offices on Thursday 9th July 2009.



Robert Bond  
Partner  
Speechly Bircham LLP, London

**Malmaison**  
LONDON

18 - 21 Charterhouse Square London EC1M 6AH

If you're looking for style, you're in the right place. Mal London is a stunning hotel, a lavish example of modern chic.

We have 97 rooms, including one suite, all of which are perfect for business trips or luxury weekend breaks.

Our décor is understated but elegant, with lilac, dove and earth fabric tones creating a calm, yet fresh milieu.

All our rooms have the complete set of Mal ingredients - great beds for sleepy heads, moody lighting, power showers, CD players, CD libraries, satellite TV, serious wines and naughty nibbles. Other little luxuries include fast and free internet access, same-day laundry, toiletries that you're encouraged to take with you and 'vroom' room service for breakfast, dinner or those midnight munchies!

Delegates attending The 6th Annual Privacy & Data Protection Conference can take advantage of a special discounted room rate.

For more information, call our house reservations on  
**0207 012 3717/8**  
quoting 'Privacy & Data Protection Conference'

#### Marketing Improvement

#### Data Protection, Privacy and Marketing

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. We develop solutions that are underpinned by a focus on both individuals' preferences and 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 while minimising their legal risk. Our services include touchpoint optimisation - to make sure that the maximum amount of data is being collected and collected legally, we undertake Data Privacy audits focused on sales and marketing staff (who are often the greatest risk!) and we develop permissioning strategies that garner more data and more consents.

For further information please visit our website at [www.mieurope.eu](http://www.mieurope.eu) or call or email Tim Beadle on: +44(0)1189 880 321

**The 6th Annual Privacy & Data Protection Conference**  
**"Data Protection: Global Compliance Management"**  
**9 July 2009**  
**Venue: Speechly Bircham LLP, 6 New Street Square, London EC4A 3LX**

**8:30 - 9:00** Registration & Coffee

**9:00 - 9:05**

Chairman's Introduction: Privacy & Data Protection overview

**Robert Bond, Partner, Speechly Bircham LLP, UK**

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

**9.05 - 9.35**

ICO Keynote: The UK Regulators Perspective

**Keynote Speaker: Dave Evans, Information Commissioner's Office, UK**

- The motivation for the BCR procedure
- The practical approach adopted by the ICO
- The work currently underway
- Cooperation procedure between EU DP Authorities

**9.35 - 10.00**

BCR: Can one size fit all?

**Keynote Speaker: Kamini Bharvada, EMEA Data Privacy Counsel, Accenture**

- Application process – how it worked for Accenture in practice.
- Challenges/learning points.
- What we would do different now

**10:00 – 10:20**

Data Protection: Safe Harbour and Practical Implementations

**Keynote Speaker: D. Reed Freeman, Jr., Kelley Drye & Warren LLP, USA**

**10:20 - 11:10**

Panel Discussion: Ensuring Data Protection Law Compliance in Multiple Jurisdictions

**1. Speaker: Dr. Jochen Lehmann, Partner, GÖRG Partnerschaft von Rechtsanwälten, Germany**

**2. Speaker: D. Reed Freeman, Jr., Kelley Drye & Warren LLP, USA**

**3. Speaker: José Estevez, Partner, Cremades, Spain**

**4. Speaker: Nathalie Moreno, Partner, Speechly Bircham LLP, UK**

**5. Speaker: Robert Malecki, Partner, Karniol Malecki, Poland**

- 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?
- Should the EU "adequacy" approach be replaced by the Canadian/APEC "accountability" approach?
- Introduction to U.S. Federal Trade Commission law, policy, enforcement, and International cooperation under the US Safe Web Act

**11:10 - 11:25** Coffee

**Part Two: Data Protection And The Workplace**

**11:25 -11:45**

SARs in the current climate

**Speaker: Vinod Bange, Partner, Speechly Bircham LLP, UK**

- 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**

SOX, OFAC, Money Laundering, Data Protection and Hotlines: Implementing Reporting and Monitoring Procedures

**Speaker: James Castro-Edwards, Solicitor, Speechly Bircham LLP, UK**

- SOX 301(4) and reports
- OFAC and Money Laundering
- CNIL Guidelines and Authorisation
- Article 29 Working Party review
- Can ethical reporting and monitoring sit side by side with EU Data Protection laws?

**12:05- 12:40**

Outsourcing, Insourcing and the "The Cloud"

**Speaker: Nathalie Moreno and Ajit Mishra, Partner, Fox Mandal, India**

- 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: Robert Bond**

**Panelists:; Dr. Jochen Lehmann, D. Reed Freeman, Ajit Mishra, Nathalie Moreno, José Estevez, Robert Malecki**

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

**13.00 - 14.00** Lunch

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**Part Three: Marketing, Kids and Social Networking**

**14:00 - 14:05**

Chairman's Introduction: Privacy & Data Protection overview

**Chairman: Sue Gold, Executive Counsel, The Walt Disney Company Limited, UK**

**14:05 - 14:30**

How much data can you hold/should you hold for Marketing purposes?

**Speaker: Tim Beadle, Director, Marketing Improvement, UK**

- What should you hold?
- How long can you hold it?
- What are the best tactics?
- How do you get what you want?

**14:30 - 14:50**

Data Protection For Children: The problems of getting consent

**Speaker: James Leaton Gray, Head of Information Policy & Compliance, BBC UK**

- Contract law or data protection
- What is verified parental consent
- When is a child not a child? How technology can help
- Where technology can hinder

**14:50 - 15:10**

"Can parents give or deny consent?"

**Speaker: Alex Carter-Silk, Partner, Speechly Bircham LLP, UK**

- Balancing the parents' interests with the child's rights
- Actions of a child in a public place are still private
- Enforcing a child's right to privacy

**15:10 - 15:30**

Social networking and personal data

**Speaker: Dave Evans, Senior Data Protection Practice Manager, Information Commissioner's Office, UK**

**15:30 - 15:45**

Panel Discussion: Marketing, Kids and Social Networking

**Panel Chairman: Sue Gold**

**Panelists: Tim Beadle, James Leaton Gray, Dave Evans, Alex Carter-Silk**

15:45- 16.00 Coffee

**Part Four: Information Security**

**16:00 - 16:30**

Building an Information Security culture and policy

**Speaker: Vinod Bange, Partner, Speechly Bircham LLP, UK**

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

**16:30 - 17:00**

Managing A Crisis

**1. Speaker: D. Reed Freeman, Jr., Kelley Drye & Warren LLP, USA**

**2. Speaker: Toby Read, Senior Solicitor, Speechly Bircham LLP, UK**

**17:00 - 17:25**

Panel Discussion: Information Security

**Panel Chairman: Alex Carter-Silk**

**Panelists: D. Reed Freeman, Vinod Bange, Toby Read**

17:25 Chairman's final remarks and close of Day One

17:30 – 19:30 Cocktail Reception

*Cocktail reception hosted by*

**SpeechlyBircham**

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**DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 26 JUNE 2009**

# The 6th Annual Privacy & Data Protection Conference

"Data Protection: Global Compliance Management"

9 July 2009, London

Please photocopy for multiple delegates

Deadline for booking Friday 26 June 2009

Please register  delegates for this conference

Please return by post or fax to: **Speechly Bircham LLP**, 6 New Street Square, London EC4A 3LX.  
Attn: **Sarah Gerard**, Business Development Manager

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 £85 plus VAT (£97.75 in total)

- I enclose a cheque for the sum of £  made payable to Speechly Bircham LLP
- Credit Cards: We accept Visa & Mastercard.  
If you would like to reserve your delegate place by using a credit card please call Sarah Gerard on +44 (0)20 7427 6679.
- Bank Transfer: quoting reference 'Privacy & Data Protection Conference 2009'  
Bank details: Speechly Bircham LLP Office A/C: 17606339 at the Royal Bank of Scotland plc  
Sort Code: 15-10-00 IBAN: GB10 RBOS 1510 0017 6063 39 SWIFT: RBOS GB2L
- Please register the following Delegate(s) and supply an invoice by post
- I am a IAPP member
- I am a delegate invited by the speaker faculty
- I am a delegate invited by event hosts, Speechly Bircham LLP
- I would like information on related conferences
- I am interested in sponsorship/exhibition details

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 see our Data Protection & Privacy statement on the previous page.

## PLEASE NOTE





1. Speechly Bircham LLP reserves the right to refuse entry to the event.
2. All attendees must be pre-registered. No payment will taken on the day of the event.
3. Only those individuals pre-registered to attend will be allowed access to the event.
4. All delegates must be registered by Friday 26 June 2009.


## 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) 207 427 6600  
 **Web:** www.speechlys.com  
 **Email:** information@speechlys.com  
 **Tel:** +44 (0)20 7427 6679

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

Delegate places are limited and the deadline for booking is 26 June 2009.

## ADMINISTRATION DETAILS

**Date:** 9 July 2009  
**Time:** 8.30/9.00 am (Registration & Coffee)  
**Venue:** 6 New Street Square, London EC4A 3LX  
**Fees:** £85 plus VAT (total including VAT: £97.75)

## OFFICIAL EVENT AUDIO RECORDING

Delegates are advised that an official audio recording has been commissioned for this event for future release.

## EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee. However, a reduced rate has been arranged at Malmaison London, Charterhouse Sq., +44 207 012 3717/8. Please contact the hotel directly quoting 'Privacy & Data Protection Conference'. 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 hosts, Speechly Bircham LLP in London on:

Tel: +44 (0)20 7427 6679 or Sarah.Gerard@speechlys.com

## CANCELLATIONS

Cancellations received in writing before 26 June 2009 will be refunded in full less an administrative charge of £50 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 £85 plus VAT (total £97.75) 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. VAT invoices will be issued.

## CONFERENCE LANGUAGE

The conference language is English.

## CPD CREDITS

This conference is worth 7 non-accredited hours towards CPD requirements.