

Privacy & Data Protection USA

"Data Protection: Global Compliance Management"

Tuesday, 24th of May 2011

Loyola University,
Chicago, Illinois, USA

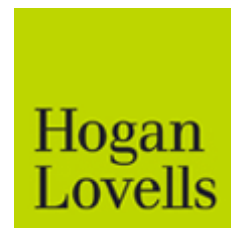


A one-day conference that brings together leading data protection experts who will discuss how data protection and compliance issues impact European and US companies today.

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Message from the Chair

Dear Delegates

Compliance with data protection laws (on a local or international basis) is an essential requirement for any company that has either employees or customers. The use and disclosure of personal data—and the safeguards that keep it secure—are increasingly the subject of legislation, regulation and enforcement in countries that span the globe. Data protection is truly a global issue for any business that contemplates operations or customers outside of its domicile country. From product design to data disposal, data privacy and security laws, directives and regulations must be a key component of strategy and risk management for the successful 21st century enterprise.

In the 6th Annual Privacy & Data Protection Conference USA: “*Data Protection: Global Compliance Management*”, leading experts and legal practitioners have been brought together to provide practical and targeted advice to companies on compliance with 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 Loyola University on **Tuesday, May 24, 2011**.



Barbara Bennett
Partner
Hogan Lovells US LLP



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Who are PCS? We're a team of consultants and coaches providing specialized services through our three major groups: Privacy, Business Process Engineering, and Marketing. PCS mission is to 1) Align privacy compliance with business objectives; 2) Design processes to minimize required inputs and maximize output and customer satisfaction; and 3) Develop cutting-edge and cost-effective marketing programs.

Our Privacy Group offers the following services:

Risk and Compliance Assessments

A risk or compliance assessment conducted by PCS Privacy Group experts provides an unbiased view of where the areas of non-compliance are and options on how to mitigate those risks. Our goal is to find a balance to minimize non-compliance and maximize business opportunity and organizational reputation. Areas we assess include: telemarketing and email marketing privacy compliance, HIPAA Security and Privacy Rule compliance, and privacy impact assessments of new technologies and processes.

Privacy Training

PCS offers privacy training through a number of different methods: in-classroom sessions, webinars, manuals, train-the-trainer, and content to be used within an on-line training solution. Topics may cover high-level regulatory overviews, in-depth coverage of a specific issue, or operational processes specific to the various departments in your organization.

Privacy Program Roadmaps

Following a roadmap to create your privacy program prompts you to start at the beginning with a solid strategy. A well-planned, organized, and coordinated effort helps you manage your resources and save cost versus conducting individual privacy-related projects and activities as issues arise. PCS methodologies leverage best practices across industries to develop a privacy program tailored to your organization. Any or all of the elements of a privacy program may be included in your roadmap. We can help you determine the appropriate privacy strategy for compliance and attainment of business objectives, develop all required privacy policies and statements, design a tailored privacy governance structure, create all required privacy policies and statements, put together and deliver a privacy training program, document compliance processes and procedural documents, and advise you on how to communicate your privacy promise to your employees, customers, and business partners.



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

TRANSATLANTIC EVENTS

Privacy & Data Protection USA

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Tuesday, 24th of May 2011 at Loyola University, Chicago, Illinois, USA

8:30 AM - 9:00 AM

Registration & Coffee

9:00 AM - 9:05 AM

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

Chair: **Barbara Bennett, Partner, Hogan Lovells US LLP**

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

9.05 AM - 9.35 AM

Data Protection: Federal Trade Commission Keynote Address.

Keynote Speaker: **C. Steven Baker, Director, Midwest Region, Federal Trade Commission**

9.35 AM - 10.00 AM

BCR: Can one size fit all?

Speaker: **Brian Hengesbaugh, Partner, Baker & McKenzie LLP**

- Application process how it works in practice.
- Challenges/learning points.
- How do they compare to other options

10:00 AM – 10:25 AM

Data Protection: Safe Harbour and Practical Implementations

Speaker: **Robert L. Rothman, President, Privacy Associates International LLC**

10:25 AM - 11:10 AM

Ensuring Data Protection Law Compliance in Multiple Jurisdictions

Speaker: **Liisa M. Thomas, Partner, Winston & Strawn LLP**

- What are key privacy concerns for US companies that operate in multiple jurisdictions?
- What are some of the major concerns when taking a US compliance approach into the EU?
- Into other jurisdictions?
- Is a uniform compliance policy feasible?
- What are some practical steps companies that operate in multiple jurisdictions can take for risk and compliance management

11:10 AM - 11:25 AM

Coffee

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Part Two: Data Protection And The Workplace

11:25 AM -11:50 AM

SARs in the current climate

Speaker: **Vincent J. Vitkowsky, Partner, Edwards Angell Palmer & Dodge LLP**

- 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

11:50 AM - 12:15 PM

Compliance, Data Security and Data Privacy:

Creating Solutions That Work Globally

Speaker: **Heidi Salow, Shareholder, Greenberg Traurig LLP**

- Understanding the conflicts between US and EU regimes
- Case in Point: Treatment of IP Addresses and Cookies
- Unique Considerations Associated with Cloud Computing
- Implementing workable compliance solutions for multinationals

12:15 PM - 12:40 PM

Outsourcing, Insourcing and "The Cloud"

Speaker: **Rebecca S. Eisner, Partner, Mayer Brown LLP**

- 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 PM - 1:00 PM

The Data Protection Interactive

Panel Chair: **Barbara Bennett**

Panelists: **Liisa M. Thomas, Rebecca S. Eisner,**

Robert L. Rothman, Brian Hengesbaugh, Heidi Salow

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

1:00 PM - 2:00 PM

Lunch

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Part Three: Marketing, Kids and Social Networking

2:00 PM - 2:05 PM

Co-Chair's Introduction: Privacy & Data Protection overview

Co-Chair: **Doris A. Patrick, President, Patrick Consulting Services LLC**

2:05 PM – 2:30 PM

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

2:30 PM - 2:55 PM

Data Protection For Children:

The problems of getting consent & other potential pitfalls

Speaker: **Lindsey L. Tonsager, Associate, Covington & Burling LLP**

- The ability to enforce a child's right to privacy (even when they dont think they need it).
- CARU, contract law, and protections under COPPA.
- What is verified parental consent? And when Marketers dont need it.
- When is a child not a child? How technology can help or hinder.
- On-line promotional activity directed to your child customer: sweepstakes and contests, chat rooms, product reviews, and other fun stuff!!

2:55 PM - 3.25 PM

The U.S. Perspective to Social Networking, Advertising, Marketing & Privacy Issues: Legal and Compliance

- The U.S. Perspective to Social Networking and Privacy

Speaker: **Edward R. McNicholas, Partner, Sidley Austin LLP**

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

3:25 PM - 3:45 PM

Panel Discussion: Social Networking, Marketing and Privacy

Panel Chair: **Doris A. Patrick**

Panelists: **Tim Beadle, Lindsey L. Tonsager, Edward R. McNicholas**

3:45 PM - 4.00 PM

Coffee

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Part Four: Information Security

Chair: **Barbara Bennett, Partner, Hogan Lovells US LLP**

4:00 PM - 4:25 PM

Privacy and Security Litigation

Speaker: **Ian C. Ballon, Greenberg Traurig LLP**

- class action litigation update
- security breach update
- flash cookie litigation
- federal pre-emption of certain privacy and security claims
- compelling the disclosure of the identity of anonymous and pseudonymous actors
- social network issues
- winning strategies in litigation
- ways to minimize the risk of litigation

4:25 PM - 4:50 PM

Information Security: Responding to Investigations by the FTC

Speaker: **Peter F. McLaughlin, Senior Counsel, Foley & Lardner LLP**

4:50 PM - 5:15 PM

Managing A Crisis

Speaker: **Bart A. Lazar, Partner, Seyfarth Shaw LLP**

- Investigation and first response
- Notification to regulators / individuals
- Managing communication
- Managing liability

5:15 PM - 5:30 PM

Panel Discussion: Information Security

Panel Chair: **Barbara Bennett**

Panelists: **Ian C. Ballon, Peter F. McLaughlin, Bart A. Lazar**

5:30 PM

Chair's final remarks and close of Conference.

Chairman: **Barbara Bennett, Partner, Hogan Lovells US LLP**

5:30 PM - 7:30 PM

Cocktail Reception

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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.

Things to know:

- Delegate places are limited and reserved on a "first come, first serve" basis!
- Delegate places includes: Admission to this conference, documentation packs, refreshments breaks, lunch and admission to the after conference Cocktail Reception.
- For this event, all delegate fees are in US DOLLARS.
- Overnight accommodation is not included in the registration fee. Once registered, delegates will receive a letter of registration confirmation along with complete conference updates via email.
- Cancellations received in writing before 6 May 2011 will be refunded in full less an administration fee of \$100.00. 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 programme content, venue or the timing of the programme.
- **BRITISH CPD CREDITS:** This conference is worth 7 non-accredited hours towards BRITISH CPD requirements. An official letter of conference participation will be issued (upon request) after the event has been staged.

Conference Registration:

Delegates reserving their place on-line **BEFORE 25 March 2011** pay only **\$550.00 USD**

Delegates reserving their place on-line **AFTER 25 March 2011** pay only **\$750.00 USD**

GROUP BOOKINGS:

2 Standard Delegates pay only **\$1100.00 USD** (This is \$550.00 USD per delegate)

4 Standard Delegates pay only **\$2000.00 USD** (This is \$500.00 USD per delegate)

NOTE: When registering these group packages on-line, you will be asked just for the details of the principle delegate attending. Transatlantic Events will then contact you for the registration details of the other delegates attending.

INVOICE REGISTRATION (non-credit card/on-line)

Delegates who require formal Invoice (non credit card) registration should CONTACT US directly. We are happy to help.