

10th Annual Data Protection Compliance Conference

Keynote Speaker: Christopher Graham, UK Information Commissioner

Conference Chair: Bridget Treacy, Partner, Hunton & Williams

Conference presented
in association with
Privacy & Data
Protection Journal



“Excellent.”

Simon Hall
Data Protection Officer
IBM

“Another excellent conference.”

Lynn Young
Records Manager (Corporate
Archives & Data Protection)
British Library

“Particularly useful was the opportunity to network, the openness of attendees and the willingness to discuss best practice.”

Katie Hartley
Regulatory Adviser
GE Money Home Lending

“Once again a great conference, which gives me plenty to think about and implement!”

Kevin Giles
Information Compliance Advisor
Glasgow Housing Association

“Very useful, practical and thought-provoking.”

Laura Ho
Senior Manager
MultiMedia Development
Corporation Malaysia

“Very practical.”

Anny Pinto
In-House Counsel
Adecco Management

Wine and canapés reception sponsored by

HUNTON &
WILLIAMS

12 CPD points

Chair: Bridget Treacy - Partner, Hunton & Williams**The ICO: Helping You to Comply; On Your Case if You Don't**

Christopher Graham - UK Information Commissioner

The Information Commissioner has stated that his office is available to help organisations comply with data protection regulations. He has also levied some hefty fines in the past year. In this talk, Christopher Graham gives delegates an insight into his strategy.

Innovation, Risk Management and Privacy

William Malcolm - Privacy Counsel, Google

In this talk, William Malcolm shares thoughts and perspectives on various ways to manage risk and create privacy controls in a complex fast moving global organisation.

Data Protection in the Cloud

Renzo Marchini - Of Counsel, Dechert, LLP

Many organisations are turning to cloud computing and similar technologies to manage their information, since such resources are cost effective and efficient. However cloud computing raises some unique data protection issues, including control and disposal of data, and the risk of unintended data sharing. In this talk, Renzo Marchini sets out the information security issues of cloud solutions, as well as how to comply with data protection regulations, including contractual matters, when using cloud based services.

Information Officers: Who They Answer To and Who They Manage

Stephen Deadman - Group Privacy Officer and Head of Legal, Vodafone Group

Vivienne Artz - Managing Director and Head of International, Citigroup

James Leaton Gray - Head of Information Policy & Compliance, BBC

There is no single 'right' way for an organisation to manage its information. The Compliance Officer / Data Protection Officer can sit in a variety of departments within an organisation and can be variously accountable. But what seems to work best in practice? In this panel session, three prominent compliance experts reveal where they fit in to the organisational chart: who they supervise, who they answer to, and what they see as the future challenges for Information Officers.

Privacy and Security: Lessons Learned from the Adult Entertainment Industry

Richard Hollis - Chief Executive Officer, Orthus

The adult entertainment industry deals with financial data, as well as very sensitive customer lists, which could cause huge embarrassment if accessed by a hacker. As such, it's one industry that got privacy and data security 'right' from the start. Richard Hollis reveals the lessons learned while assisting adult entertainment companies.

Social Media: Dealing with Employment Issues

Dan Cooper - Partner, Covington & Burling

Employers must follow the requirement for fair and lawful processing when viewing the personal data of employees and potential employees, including personal data found in social media. In this talk, Dan Cooper advises how employers should ensure that their HR practices comply with data protection laws.

Anti-bribery and Whistleblowing: How to Comply

Hazel Grant - Partner, Bristows

The Bribery Act 2010 introduced a new offence of failing to prevent bribery. Compliance with the Act requires procedures to be put in place within organisations to prevent bribery. Monitoring and enforcing these procedures will necessarily involve the collection and processing of much personal information. Separately, the increasing phenomenon of whistleblowing throws up its own data protection challenges. The session looks at the most effective ways to handle these challenges.

Expected Changes to the EU Directive: How to Prepare for Them

Richard Thomas - Global Strategy Advisor, Hunton & Williams

The European Commission is planning to update European data protection laws in order to keep up with new challenges and technologies.

Richard Thomas, the former Information Commissioner, talks about the implications of the changes and how privacy professionals can prepare for the future.

"The quality and profile of the speakers was excellent."

Paul Taylor
Information Policy Manager
The Information Tribunal

"Very useful, practical and thought-provoking!"

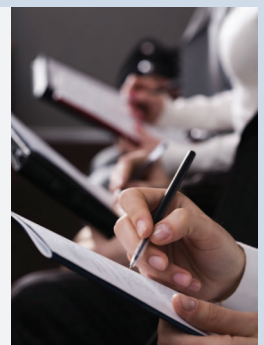
Ben Moreland
Solicitor
LV=

"Quality speakers at the cutting edge of Data Protection, I thoroughly enjoyed the 2 days and soaked-up experience and knowledge during the workshops. It was also good to socialise with Data Protection specialists from different backgrounds, meeting some really nice people for networking purposes!"

Mike Lytheer
Data Protection Officer
Zurich Financial Services

"The Annual Data Protection Conference is the data protection event for practitioners. Delegates are given an opportunity to hear from the real experts in valuable experience!"

Catherine Lamb,
Solicitor
Dickinson Dees



Morning Workshops

(9.30 am - 12.45 pm)

A 5 Burning Questions

Bridget Treacy - Partner, Hunton & Williams

This Workshop gives delegates an invaluable opportunity to discuss solutions to five key contemporary issues with one of the UK's leading data protection experts:

1. The new cookie rules: what do they require and how can you ensure compliance?
2. International data transfers: how do organisations deal with transfers in a practical way?
3. Data sharing: what changes to existing practices does the ICO's new code of practice require?
4. Data protection compliance programmes: how should we go about creating one, and what elements should be included?
5. Venturing into the cloud: how should the risks be effectively and practically managed?

B Identifying Personal Data - The Latest Thinking

Quentin Archer - Partner, Hogan Lovells

There is considerable divergence of opinion between the UK and the rest of Europe on the meaning of 'personal data'. Despite guidance issued by the Article 29 Working Party and the Information Commissioner, many practical difficulties remain. This Workshop looks at the key principles to bear in mind when identifying and disclosing personal data, including:

- What constitutes 'personal data' in a normal business context?
- The latest guidance on the definition of 'personal data'
- The significance of the definition when responding to requests for information from data subjects and third parties
- Controversial aspects of the definition, including relevant filing systems and IP addresses

C Managing Data Breaches from Start to Finish

Vinod Bange - Partner, Speechly Bircham LLP

Robert Bond - Partner, Speechly Bircham LLP

Media reports of data breaches are becoming a daily occurrence. It's no longer a question of 'if' but 'when' an organisation will experience a data breach. This Workshop provides a practical examination of data breaches, including:

- The current landscape for data breach incidents and laws
- Creating a breach response plan
- Identifying your breach team
- Incident reporting and analysis
- The importance of third party expertise
- Learning the lessons from the breach

D Data Protection for Financial Services

Andrew Dyson - Partner, DLA Piper

Data protection compliance within the financial services sector brings its own unique challenges. This Workshop takes a practical look at the key issues affecting banks, building societies, insurance companies, brokers and investment firms, including:

- FSA vs ICO - understanding the overlapping powers and agendas of the FSA and the ICO
- Complex global data flows - managing data within integrated IT systems; outsourced and offshore service providers; and routine cross border data transfers
- Customer rights - ensuring that the organisation is able to effectively handle requests for information
- Regulatory burdens - the challenge of balancing privacy rights in an environment of increased regulatory scrutiny and disclosure
- Enforcement - dealing with data security breaches

Afternoon Workshops

(2.00 pm - 5.15 pm)

E Creating, Disseminating and Enforcing Data Protection Policies

Hazel Grant - Partner, Bristows

Data protection policies have become essential tools for controlling the use of personal information, whether about employees or customers/citizens. Organisations need policies for general data protection responsibilities, access control, website privacy issues, acceptable use and employee monitoring, rights of subject access, CCTV usage, portable devices and security of personal information. This Workshop shows how organisations can use policies to make information management more efficient and effective. Using sample policy documents (which delegates can keep), this Workshop covers:

- Why you need data protection policies: legal and practical issues
- The ICO and other guidance on drafting policies
- Using policies to educate employees and customers, to control the release of information and to keep information secure
- The 'organic' model: keeping policies up to date
- When and how to make policies enforceable
- Relying on your policies in disputes

F Data Security: Portable Media - Managing Laptops, Memory Sticks, CD Roms and Smart Phones

Richard Hollis - Chief Executive Officer, Orthus

Organisations now have to cope with multiple types of portable electronic devices. Many data breaches are the result of insufficient security on these devices as well as security policies not being followed. The Information Commissioner has demonstrated that he is willing to impose large fines on organisations for such breaches. By live demonstration using stick drives and laptops, Richard Hollis shows delegates how to secure portable devices and to ensure that security policies are being followed. This Workshop covers:

- Security vulnerabilities with removable and portable media, including laptops, USB memory sticks and smart phones
- Sample policies that allow the use of portable devices but address the security issues
- Aligning the policies with relevant regulation, including the Data Protection Act, ISO 20001 and Payment Card Industry Data Security Standards
- Controls that demonstrate policies are being followed

G External Contractors and Outsourcing: Ensuring that your Organisation is not Liable

Ann Bevitt - Partner, Morrison & Foerster

Karin Retzer - Of Counsel, Morrison & Foerster

The outsourcing of functions involving some form of personal data processing is becoming ever more prevalent. This Workshop focuses on legal requirements and best practices for sharing personal data with external contractors and outsourcing providers, taking into account guidance from regulators in various EU jurisdictions. Delegates will learn:

- What due diligence operations should be carried out before contracts are signed?
- What contractual clauses must be present and why?
- What other contractual provisions should you include?
- Practical considerations for using the New Standard Contractual Clauses for Processors
- What controls and checks should be in place?

Quentin Archer is a Partner at Hogan Lovells. He advises on IT aspects of corporate acquisitions, system development contracts, outsourcing projects and transactions involving software licensing, hardware sales, and facilities management.

Vivienne Artz is a Managing Director and Head of International for the IP and Law Group in the General Counsel's Office of Citigroup in London. Prior to joining Citigroup in 2000, Vivienne worked in private practice in London.

Vinod Bange is a Partner at Speechly Bircham LLP, where he specialises in data protection and information law, particularly advising financial institutions, retailers and global blue chip clients.

Ann Bevitt is a Partner at Morrison & Foerster and is head of the EU Privacy Group. Ann's practice covers all aspects of privacy-related matters, both contentious and non-contentious. She has extensive expertise advising clients on international data protection and employee privacy issues.

Robert Bond is a Partner at Speechly Bircham LLP. He has specialised in data protection and information security since 1983, and is Chairman of the ICC (UK) E-Business, IT and Telecoms Committee.

Dan Cooper is a Partner in Covington & Burling's London office. His practice areas include advising on European privacy and data protection matters. Dan is a member of the Editorial Board of *Privacy & Data Protection*.

Stephen Deadman is the Group Privacy

Officer and Head of Legal – Privacy, Security & Content Standards at Vodafone Group. Stephen is responsible for leading Vodafone's global privacy policy and strategy, and the development and implementation of Vodafone's global privacy programme.

Andrew Dyson is a Partner in the Technology Media and Commerce group at DLA Piper. He advises clients on IT contracts and information law issues, with specialist expertise in data protection. Andrew works closely with significant public and private sector organisations, developing effective strategies for compliance.

Christopher Graham is the UK Information Commissioner, an office he has held since June 2009. As such he is responsible for overseeing the Freedom of Information Act and Data Protection Act regimes, promoting access to official information and protecting personal information.

Hazel Grant is a Partner at Bristows, specialising in data protection and freedom of information law. She advises on data protection compliance, government data sharing projects and handling appeals to decision notices.

James Leaton Gray heads the BBC's Information Policy and Compliance Department, in the legal section of the BBC's Operations Group. He oversees the operation of the Corporation's systems for compliance with the Data Protection and Freedom of Information Acts. James is a member of the Examination Board for the Practitioner Certificate in Freedom of Information.

Richard Hollis is the Chief Executive Officer of Orthus. As a Certified Information Security Manager, Certified Protection Professional and a Payment Card Industry Qualified Security

Assessor, Richard designs, implements and manages comprehensive information security programmes and architectures for technology driven companies. Over the course of his career, Richard has served as Director of Security for Phillips and Deputy Director of Security for the US Embassy Moscow Reconstruction Project.

William Malcolm is Privacy Counsel at Google based in London.

Renzo Marchini is a solicitor and Head of IT Law and Data Protection at the London office of Dechert LLP. Renzo is the author of *Cloud Computing: A practical introduction to the Legal Issues*.

Karin Retzer is Of Counsel in Morrison & Foerster's Brussels office. Her practice focuses on the legal aspects of electronic commerce and data protection, technology licensing, and intellectual property law.

Richard Thomas CBE LLD was the UK Information Commissioner from November 2002 until June 2009. He currently holds a number of posts including Global Strategy Adviser to the Centre for Information Policy Leadership at Hunton & Williams, Chairman of the Administrative Justice and Tribunals Council, and Deputy Chairman at Which? Richard was awarded the honour of Commander of the British Empire (CBE) for public service in 2009.

Bridget Treacy leads the UK Data Protection and Outsourcing practice at Hunton & Williams. She has expertise in advising on domestic and international data protection issues, particularly in the context of cross-border outsourcing and technology transactions. Bridget is the Editor of *Privacy & Data Protection*.



“The interaction between delegates provided a very useful learning experience.”

Paul Byrne
Principal Information Security Analyst
British Airways

“A very useful and impressively organised conference. All the speakers and the talks were of a very high standard and all relevant to addressing the day-to-day concerns of data protection officers. Ample opportunity was also provided for networking with others working in the data protection field. The venue was of a very high standard, and the organisation of the conference was first-class. One not to miss.”

Richard Smith
Data Protection Officer
Office of the Deputy Prime Minister

“As usual, an excellent Conference – speakers, programme and organisation.”

Teresa Gudge
Data Protection Officer
Airbus UK

“An excellent day. Well put together. Thank you.”

Richard Boase
Group Risk Management
RBS Group

“The Conference is very well balanced with regard to the multi-tiered requirements of data protection and supporting legislation.”

Graham Ewing
Data Protection Officer
NHS Lothian

“Very useful conference.”

Alan White
SOX & Data Protection Manager
Pitney Bowes Ltd

“A very good range of speakers.”

David Mayers
IT Manager
Lisburn City Council

“Great venue, superbly organised, very professional.”

Julie Barclay
Executive Assistant
Gambro Lundia

“Very practical – ideal.”

Susan Boynton
Senior Counsel
GE Capital



Please fill in the form below and fax or post it to book your place/s:

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3 Name _____
 Position _____
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Workshop Choices:

Morning Workshops (9.30 am - 12.45 pm):

- A - 5 Burning Questions
 B - Identifying Personal Data - The Latest Thinking
 C - Managing Data Breaches from Start to Finish
 D - Data Protection for Financial Services

Afternoon Workshops (2.00 pm - 5.15 pm):

- E - Creating, Disseminating and Enforcing Data Protection Policies
 F - Data Security for Portable Media: Managing Laptops, Memory Sticks, CD Roms and Smart Phones
 G - External Contractors and Outsourcing: Ensuring that your Organisation is not Liable

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Fees and terms

Whole Conference (Speakers' Presentations Day plus two Workshops)	£ 995 plus VAT (£1194)
Speakers' Presentations Day plus one Workshop	£ 845 plus VAT (£1014)
Speakers' Presentations Day only	£ 695 plus VAT (£ 834)
Two Workshops only	£ 545 plus VAT (£ 654)
One Workshop only	£ 395 plus VAT (£ 474)

Additional delegates: 15% discount for second and 20% discount for third and subsequent delegates booked at the same time and from the same organisation. Discounts will be applied to the delegate/s with the least expensive booking.

Terms: This booking is made subject to the terms and conditions available at www.pdpconferences.com/terms

Please let us know if any delegates have special requirements. A vegetarian option is available for lunch.

Practitioner Certificate in Data Protection

The Practitioner Certificate in Data Protection is the practical qualification for data protection professionals. Successful completion of the Practitioner Certificate in Data Protection Programme demonstrates to employers and others that the candidate possesses a solid knowledge of data protection law, as well as an understanding of the practical implications for organisations of the legal requirements.

The Programme

Individuals wishing to gain certification must complete the three elements of the Programme:

- 5 days face-to-face teaching
- study of course materials
- the Examination - held each June and December in London

The tuition section of the Programme requires candidates to attend 4 one-day Compulsory Courses and 1 one-day Elective Course (see boxes below).

Compulsory Courses Candidates must attend all 4 courses	Elective Courses Candidates must choose 1 course
<ul style="list-style-type: none"> • Data Protection Essential Knowledge - Level 1 • Data Protection Essential Knowledge - Level 2 • Handling Subject Access Requests • Data Security 	<ul style="list-style-type: none"> • Data Protection in the Workplace • International Data Transfers • FOI and Data Protection - how they work together

Each course is held in several cities throughout the UK at various times of the year. All courses are available as in-house options. An exemption from the requirement to attend Data Protection Essential Knowledge - Level 1 is available to candidates who already possess a sufficient level of knowledge of the basics of data protection.

The Practitioner Certificate in Data Protection Programme was designed in consultation with the Information Commissioner's Office, and is accredited by The Law Society

See the website for more details and to make a booking

www.pdptraining.com