

# Corporate Data Protection

The invaluable event to keep you fully up to date with  
new data protection legislation

**Don't miss the opportunity to gain  
in depth knowledge on:**

- The increased **enforcement and fining powers of the information commissioner**
- Upcoming **European changes in data protection laws and policies**
  - the review of Directive 95/46
- Solving data protection concerns surrounding **social networking websites**
  - issues for employers when employees use social media
  - is it appropriate to use such media for direct marketing?
- Legal and regulatory constraints relating to **cloud computing**
- **International data transfers**
  - US safe harbor - pros and cons
- How to get **Binding Corporate Rules** authorised in less than a year
- The legal obligations on **reporting incidents of data loss**
- How to **put a value on data protection**
- Global developments and **insights for the future**

**Including a keynote presentation from:**  
**Rosa Barcelo**, Senior Legal Adviser to the  
**EUROPEAN DATA PROTECTION SUPERVISOR**

**And a case study presentation from:**  
**Martin Hoskins**, Head of Data Protection & Disclosure  
**everything everywhere**

**Hear from leading experts including:**

**Adrian Steele**, Head of Infrastructure Management  
**ROYAL MAIL GROUP LIMITED**

**Rosa Barcelo**, Senior Legal Adviser to the  
**EUROPEAN DATA PROTECTION SUPERVISOR**

**Martin Hoskins**, Head of Data Protection &  
Disclosure, **everything everywhere**

**Jonathan Bamford**, Head of Strategic Liaison,  
**INFORMATION COMMISSIONER'S OFFICE**

**Mark Watts**, Partner, **BRISTOWS**

**Cameron Craig**, Partner and Head of EU Information  
Law Team, **DLA PIPER**

**Eduardo Ustaran**, Partner, **FIELD FISHER  
WATERHOUSE**

**John Leach**, Director, **JOHN LEACH  
INFORMATION SECURITY**

**Bridget Treacy**, Partner, **HUNTON & WILLIAMS**

**Rosemary Jay**, Partner, **PINSENT MASONS**

**Emma Burnett**, Partner, **CMS CAMERON  
MCKENNA**

**Plus don't miss the practical workshop:**

## Cloud Computing:

*Leveraging the Benefits Whilst Managing  
the Risks*

Wednesday 22nd September 2010, ETC Venues, Dexter House, London

Including a case study from **Royal Mail Group**

**Tuesday 21st September 2010**  
**ETC Venues, Dexter House, London**

In association with:

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# Corporate Data Protection

0830 Coffee & Registration

0900 **Chairman's Introduction and Overview of Data Protection**

**Rosemary Jay**  
Partner  
**PINSENT MASONS**

0910 **Data Protection: Stronger Enforcement, Greater Encouragement**

- The new powers to impose fines of up to £500k for significant breaches.
- The increased powers of the Information Commissioner to assess certain organisations' compliance with data protection laws
- The possibilities for further changes to DP laws
- The ICO's new tools and guidance to help organisations ensure compliance

**Jonathan Bamford**  
*Head of Strategic Liaison*  
**INFORMATION COMMISSIONER'S OFFICE**

0950 **The Business Case for Protecting Privacy: The Value of Protecting Personal Data**

- The basis for the business case
- How the business case will vary from one organisation to the next
- How to use the ICO's Privacy Dividend report

**John Leach**  
*Director & Principal Consultant*  
**JOHN LEACH INFORMATION SECURITY**

1030 Coffee

1045 **Monitoring and Training Employees in Data Protection Compliance**

- Designing and delivering a practical data protection training programme

**Rosemary Jay**  
Partner  
**PINSENT MASONS**

1125 **Data Protection and Social Networking**

- Understanding the data protection problems surrounding social networking websites
- Issues for employers when employees use social media in the work place
  - policies and procedures businesses are using to protect themselves
  - is it appropriate (in data privacy terms) to use such media for direct marketing?

**Mark Watts**  
Partner  
**BRISTOWS**

1205 **The Adoption of Cloud Services in Practice: Legal and Regulatory Requirements**

- Examining existing country - and industry - specific legal and regulatory requirements that may constrain the adoption of cloud services
- Examining the operational risk factors raised by enterprise customers:
  - what happens in the case of data loss, security breach, company failure or disaster?
  - how can you ensure that data is stored in countries where it is protected from seizure by authorities?
- Developing strategies to address these concerns

in practice and understanding how to drive the adoption of cloud services by focusing on providing non-mission critical applications

**Cameron Craig**  
*Partner and Head of EU Information Law Team*  
**DLA PIPER UK**

1245 Lunch

1400 **Upcoming European Changes in Data Protection Laws and Policies**

- The review of Directive 95/46
- The implementation of security breach policies following the review of the ePrivacy Directive
- Other policy developments in the digital environment

**Rosa Barcelo**  
*Senior Legal Adviser to the*  
**EUROPEAN DATA PROTECTION SUPERVISOR**

1440 **International Data Transfers and Binding Corporate Rules**

- Limitations affecting international data transfers from the EU and UK
- Why consent is not a workable option
- US Safe Harbor - pros and cons
- Relying on contractual mechanisms beyond model clauses
- How to get BCR authorised in less than a year

**Eduardo Ustaran**  
Partner  
**FIELD FISHER WATERHOUSE**

1520 Coffee

1535 **Lessons from T-Mobile's Data Breach Experience**

- Overview of the legal obligations on reporting incidents of data loss
- Who to report to:
  - regulators
  - affected individuals
- What to report
- Benefits of transparency

**Martin Hoskins**  
*Head of Data Protection & Disclosure*  
**everything everywhere**  
**(the company that manage T-Mobile and Orange)**

case study

1615 **Global Developments and Insights for the Future**

- Overview of global data protection laws, with a particular focus on:
  - data breaches
  - enforcement
- Proposals for change
  - review of the DP Directive
  - changes to the ePrivacy Directive
  - international data transfers
- Strategic information management for global businesses
  - what is "SIM"?
  - SIM in practice

**Bridget Treacy**  
Partner  
**HUNTON & WILLIAMS**

1700 Summary & Close of Conference

## Cloud Computing:

### Leveraging the Benefits Whilst Managing the Risks

Led by: **Emma Burnett, Partner, CMS Cameron McKenna LLP**

Wednesday 22nd September 2010, ETC Venues, Dexter House, London

With rapid developments in available technologies it is critical for technology lawyers to keep up to date with the legal challenges posed by new technological developments such as cloud computing. This workshop provides delegates with an in depth understanding around the benefits and risks associated with cloud computing and focuses on ways in which such exposure can be managed.

Post  
Conference  
Workshop

#### Programme

09:00 Registration and Coffee

The workshop will begin at 9:30 and continue until 16:00; breaks will be taken for coffee and lunch at appropriate times during the day.

09:30 Introduction

#### What Is Cloud Computing?

- Evolution and definition
- Why now?

#### Cloud Computing: The Benefits

- Advantages for users:
  - flexibility
  - low maintenance costs
  - low barriers to entry
- Advantages for cloud providers:
  - ease of monitoring and updating services
  - protection of technology against piracy and reverse engineering
  - denial of access for users acting in breach of terms
  - potential access to vast marketing data

#### Cloud Computing: The Risks (Part 1: Contractual Issues)

- Overview: Standard Terms?
- Licensing
- Service levels
- Service credits
- Liability of customer
- Content licensing
- Business continuity and escrow
- IPR indemnities
- Pricing
- Governing law and jurisdiction

#### Pros and Cons of Migrating to Cloud Computing from a Current Owned Infrastructure

**Adrian Steele**

Head of Infrastructure Management  
**ROYAL MAIL GROUP LIMITED**

case  
study

#### Cloud Computing: The Risks (Part 2: Data Issues)

- Data protection:
  - security (7th Principle)
  - international data transfers (8th Principle)
- Exit

#### What Does the Future Hold?

#### About Your Workshop Leader

##### Emma Burnett

Emma Burnett is a Partner in the London office of the European law firm CMS Cameron McKenna. Emma's practice focuses on data protection, freedom of information, outsourcing and technology. She also advises on general commercial and intellectual property matters. The most dominant sector focus in her practice is the Technology, Media Telecoms (TMT) sector group but her core area of specialism (data protection and freedom of information) has relevance for every sector. Emma's experience includes undertaking a number of long term client secondments including Amazon.co.uk and more recently as the Acting Head of the IP/IT team within Royal Mail Group Limited advising on the legal implications of the high profile IT transformation programme.

Emma is a member of Intellect, the leading trade association representing the UK technology industry.

##### Guest Speaker: **Adrian Steel, Head of Infrastructure Management, ROYAL MAIL GROUP LIMITED**

Adrian is widely known in the IT industry for his delivery and execution of large scale transformation programmes, spanning sectors as varied as Local and Central Government, Business Process Outsourcing, IT Outsourcing and Service Integration.

For the past 10 years Adrian has led large scale Service Delivery outfits in various organisations (public and private sector) supporting many client organisations along the way.

Since joining Royal Mail Group in 2008 as the Head of Infrastructure Management, Adrian has driven and continues to drive several large scale transformation programmes, the most high profile of which is the large scale migration from Lotus Notes to Microsoft BPOS service.

Adrian is a professional member of the British computer society (MBCS) and Society of Information Technology Management member (SOCITM)

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Tuesday 21st September 2010, ETC Venues, Dexter House, London

## Workshop: Cloud Computing

Wednesday 22nd September 2010, ETC Venues, Dexter House, London

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#### Register early to SAVE £300

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### WHEN AND WHERE

**KW8112**  
**Tuesday 21st –**  
**Wednesday 22nd**  
**September 2010**

**Venue:** ETC Venues  
Dexter House, No. 2 Royal Mint Court  
Tower Hill, London EC3N 4QN  
Tel: +44 (0) 20 7977 5310  
Fax: +44 (0) 20 79775301

Delegates are responsible for the arrangement and payment of their own travel and accommodation. IBC Legal has arranged a special room rate at a number of hotels. If you wish to book a room, please call **Venue Search** on +44 (0) 208 546 6166 stating that you are an IBC Legal delegate.

### PERSONAL DETAILS

**1st Delegate** Mr/Mrs/Ms

Job title \_\_\_\_\_ Department \_\_\_\_\_

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