

PRIVACY AND DATA PROTECTION

PROTECTING CUSTOMER INFORMATION AGAINST MISUSE AND ABUSE

Conference Programme

8.30 am	Registration	
9.00 am	Privacy and Data Protection in Singapore <ul style="list-style-type: none"> How is privacy and data protection provided for in Singapore? <ul style="list-style-type: none"> In the public sector In the private sector Industry codes of practice Scope and extent of the Model Data Protection Code Perspectives from the EU, US, Canada and Australia experiences What shape should the proposed privacy / data protection legislation take in Singapore? Possible exemptions from the Act (e.g., carve-outs for "public interest") "Remedies" available for breach of privacy What types of records will be affected? (e.g., manual records) Tan Tee Jim, SC, Partner LEE & LEE	CASE STUDY
10.00 am	Morning Break	
10.20 am	Understanding the Principles of Privacy and How they Apply to Different Marketing Channels <ul style="list-style-type: none"> Creating a bond of trust with consumers Should you adopt an "opt-in" or "opt-out" standard for your marketing Using the "continuum of consent" to drive optimal marketing practices Maintaining privacy standards along the communications delivery chain Determining accountability for data protection Setting standards and best practices for all your data partners Managing the complexities of privacy regulations in multi-market campaigns Lisa Watson, Chairman DIRECT MARKETING ASSOCIATION OF SINGAPORE and <i>Managing Director</i> IBIS INTELLIGENCE SERVICES	
11.20 am	Best Practices in the Online World <ul style="list-style-type: none"> Understanding the differences between privacy and permission in the online world Permission and the online consumer: The value of consent in your ROI model The good, the bad and the ugly of permission email marketing Dominic Powers, Managing Director, Asia Pacific DOUBLECLICK EMAIL SOLUTIONS	CASE STUDY
11.50 pm	Enhancing Data Protection through Proper IT Governance <ul style="list-style-type: none"> Aligning your organisation's IT policy to meet the Model Data Protection Code Implementing an IT governance framework that suits your organisation's needs Identifying business processes prone to privacy risks and developing the appropriate risk management strategies Best practices in data protection enhancement through IT governance Max Ng, Principal Director GATEWAY LAW CORPORATION	
12.35pm	Lunch	
		5.45 pm

1.45 pm	Winning and Building Customers' Trust through Effective Data Management <ul style="list-style-type: none"> Who should own data protection? IT, legal, compliance or others? Cultivating the privacy culture: Making each employee accountable for protecting internal and external data Must privacy and security be at odds with each other? Reconciling the demands of customers and staff with business needs Best practices Azhar Azib, Director, Customer Relationship Management Group MICROSOFT ASIA PACIFIC and Huey Tan, Corporate Attorney & Director of Privacy Compliance MICROSOFT SINGAPORE
2.45 pm	Collection, Storage and Usage of Customers' Information <ul style="list-style-type: none"> Collection of data through the Internet <ul style="list-style-type: none"> Drafting effective terms / privacy policies to protect your company when collecting data through the Internet Implementing measures to ensure that the collection is carried out properly Key issues to consider in data collection For what purposes can personal data be used? What happens when a company wishes to use the data for purposes not previously specified? What is the ambit of the usage of such information and what disclosures are required by the company? Extracting the maximum usage from data purchased from third parties without contravening any law How to store information collected from the end-user and ensure protection of confidentiality? Data subjects' rights of access to personal data Gilbert Leong, Partner RODYK & DAVIDSON

11.50 pm

Enhancing Data Protection through Proper IT Governance

- Aligning your organisation's IT policy to meet the Model Data Protection Code
- Implementing an IT governance framework that suits your organisation's needs
- Identifying business processes prone to privacy risks and developing the appropriate risk management strategies
- Best practices in data protection enhancement through IT governance

Max Ng, Principal Director
GATEWAY LAW CORPORATION

Enjoy an early bird discount when you register by 17 April 2006!

WHO SHOULD ATTEND

- ❖ Data Protection Managers
- ❖ Privacy Compliance Managers
- ❖ Information Security Managers
- ❖ Database Managers / Administrators
- ❖ In-house Counsel
- ❖ Compliance Managers
- ❖ Sales & Marketing Managers
- ❖ Customer Relationship Managers
- ❖ Industry Regulators / Policymakers
- ❖ Chief Information Officers
- ❖ Chief Technology Officers
- ❖ IT Directors / Managers
- ❖ IT Consultants
- ❖ Lawyers

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4.00 pm	Export of data out of Singapore? <ul style="list-style-type: none"> Exporting data out of Singapore? Transferring data across borders to related subsidiaries / business units: Which jurisdictions' laws will come into play? How can businesses that operate in different countries ensure compliance with the relevant data protection / privacy laws? Location of server vs. Location of data collection: Which laws apply and how to choose where to host your server? Comparing the privacy and data protection regulatory frameworks in ASEAN and how it impacts the way businesses operate in and with these countries Dr Toh See Kiat, Chairman & Director GOODWINS LAW CORPORATION
5.45 pm	Close of Conference

About the Speakers

Lisa Watson, Chairman, DIRECT MARKETING ASSOCIATION OF SINGAPORE and Managing Director IBIS INTELLIGENCE SERVICES

In Asia since 1991, Lisa is an expert business strategist, innovative thinker and CRM specialist with agency, technology and consulting experience behind her. She is an active advocate of the Direct Marketing industry and has served as Chairman of DMAS since 2002. She also sits on the Operating Committee of the International Council of the U.S. Direct Marketing Association and is a regular conference speaker on two continents.

Lisa founded Ibis Intelligence Services in 2001 to help clients in the region with their data, intelligence and marketing skills through her key assignments was as a Senior Director at Oracle in the Asia Pacific Division where she developed a strategic and successful implementation of technology and applications for CRM Applications team.

Azhar Azib, Director, Customer Relationship Management Group, MICROSOFT ASIA PACIFIC

An IT professional by training and a Database Marketing expert, Azhar has, over the past 20 years, held various regional roles in Marketing, Technology and Intelligence management in B-to-B Trade Publishing and IT Industries. He has a particular expertise in information management and has accumulated significant experience working with the capabilities it brings when integrated into the ways corporations conduct business and manage customers.

At Microsoft, Azhar and his team are tasked with managing the company's various internal CRM initiatives across the Asia Pacific region. These include those around data management, CRM infrastructure readiness and adoption, and sales and marketing analytics. Azhar is also an Executive Committee member of the Direct Marketing Association of Singapore.

Max Ng, Principal Director, GATEWAY LAW CORPORATION

Max is a principal director of Gateway Law Corporation. He specialises in the areas of IP, IT, telecommunications and media law. His practice ranges from IP prosecution, enforcement and litigation, to other areas such as general counselling on licensing, franchising and other forms of commercialisation of IP. Max is listed as a leading lawyer in his field in *AsiaLaw Leading Lawyers 2003 and 2004*, as well as in Singapore's inaugural *Legal Who's Who 2003*, which is an independent guide to the best legal practitioners in Singapore. He is also the lead author of the book "Intellectual Property", under the *Butterworths Law for Business Series*.

Dr Toh See Kiat, Chairman & Director GOODWINS LAW CORPORATION

See Kiat is Chairman of Goodwins Law Corporation and practices and conducts seminars on IT, IP, competition, commercial and corporate law.

He is the author/editor of a number of publications and has published numerous articles and papers, and advised several government agencies on eBanking, EDI, eCommerce and Internet Law.

Max Ng, Principal Director, GATEWAY LAW CORPORATION
Max is a principal director of Gateway Law Corporation. He specialises in the areas of IP, IT, telecommunications and media law. His practice ranges from IP prosecution, enforcement and litigation, to other areas such as general counselling on licensing, franchising and other forms of commercialisation of IP. Max is listed as a leading lawyer in his field in *AsiaLaw Leading Lawyers 2003 and 2004*, as well as in Singapore's inaugural *Legal Who's Who 2003*, which is an independent guide to the best legal practitioners in Singapore. He is also the lead author of the book "Intellectual Property", under the *Butterworths Law for Business Series*.

Property Association where he is a founding council member and Federation Internationale des Conseils en Propriete Industrielle where he is the Singapore Delegate.

Dominic Powers, Managing Director, Asia Pacific DOUBCLICK EMAIL SOLUTIONS

Based in Hong Kong, Dominic is responsible for leading the day-to-day operations of DoubleClick's business throughout the region, including offices in China, Singapore and Australia. He joined DoubleClick in November 2002 as Regional Director of Sales, responsible for new business generation across the region.

From 1999 to 2002 he was a member of the senior management team of Chinadotcom's Mezzo Marketing. His responsibilities included strategic development and implementation of the email marketing and data business throughout Asia, as well as the research of regional privacy legislation and its impact on marketing methodologies and technologies.

He is currently a Board Member of the Hong Kong Direct Marketing Association and the Asia Digital Marketing Association and a regular presenter and commentator on email marketing and privacy issues throughout Asia.

Huey Tan, Corporate Attorney & Director of Privacy Compliance, MICROSOFT SINGAPORE

Huey is currently Corporate Attorney and Director of Privacy Compliance, Microsoft Legal and Corporate Affairs (LCA) office in Singapore. At Microsoft, Huey is the regional privacy lead appointed to ensure implementation and compliance with Corporate Privacy Policy. Huey is a Certified Information Privacy Professional (CIPP), the privacy industry's first ever broad-based information privacy certification program provided by the International Association of Privacy Professionals (www.privacyassociation.org), the world's largest privacy association. Huey has a broad range of legal and business experience gained with Microsoft Corporation since October 1997, including IP transactional work, anti-piracy enforcement, government affairs, public relations and communication and managing an intellectual property rights (IPR) portfolio. He previously practiced IP law at Baker & McKenzie's Hong Kong office, where he had gained expertise in software copyright issues.

Rajesh Sreenivasan, Partner, RAJAH & TANN

Rajesh is a Partner at Rajah & Tann's iTec Practice Group (IP, Technology, entertainment and communications) and advises clients on matters relating to IT contracts, telecommunications, digital forensics and digital media for over ten years.

Rajesh has been listed as a leading lawyer in IT, telecommunication and biotechnology law by various legal publications and guides. On the international front, he has advised the ICT regulators and government departments of Canada, Brunei, Mongolia, Lesotho and Fiji on ICT and other legal reforms and assisted international and regional organisations such as ASEAN and the World Bank on regional ICT legal and regulatory projects.

Gilbert Leong, Partner, RODYK & DAVIDSON

Gilbert has extensive experience in negotiating and drafting agreements in relation to distribution of goods/services, manufacturing arrangements, acquisition of hardware, software development, licensing, maintenance, acquisition of IP such as trademark and patents, computer turkey projects, consultancy services, IP structuring, Internet related transactions and employee handbooks. Gilbert's IP litigation experience includes copyright (software) suits, patent infringements as well as obtaining and executing search & seizure warrants. In addition to his legal qualifications, Gilbert also holds a Certificate in Computer Programming and Systems Analysis from the City & Guilds Institute of London. Gilbert has authored numerous articles and given speeches on a variety of IP rights, technology issues and e-commerce.

Registration Form (Please read booking conditions)

YES! I would like to register for: PRIVACY AND DATA PROTECTION

PRICE

- | | |
|--|-----------------|
| <input type="checkbox"/> Conference Fee | \$S650 + 5% GST |
| <input type="checkbox"/> Early Bird Fee (register by 17 April) | \$S590 + 5% GST |

DELEGATE DETAILS

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BOOKING CONDITIONS

1. Registrations will be confirmed and a seat reserved for you upon receipt of your Registration Form.
2. If you are unable to attend the conference, a substitute delegate is welcome at no extra charge. Alternatively, your registration can be credited to a future conference.
3. For cancellations received in writing more than 2 weeks prior to the conference, a full refund less \$S100 administrative charge will be made. Regrettably, no refund can be made less than 2 weeks prior to the event. A complete set of conference documentation will, however, be sent to you.
4. There will be no refund made for non-attendance without prior notice.
5. All speakers and topics are correct at the time of printing. LexisNexis reserves the right to substitute speakers and cancel or alter the content and timing of the programme.
6. Where group discounts are offered, delegates must sign up collectively.