The Second Annual Privacy & Data Security Summit

The Leading Forum on Confidentiality, Security, Regulatory Requirements & Technology Tools

Jan. 30-Feb. 1, 2002
Hyatt Regency Washington on Capitol Hill, Washington, DC

Featured Speakers Include:
J. Howard Beales, III, Ph.D., Federal Trade Commission
Phillip Bond, U.S. Department of Commerce
Daniel Collins, Esq., U.S. Department of Justice
Kathleen H. Fyffe, U.S. Department of Health and Human Services
Amy Friend, Esq., Office of the Comptroller of the Currency
Harriet Pearson, Esq., IBM
Jules Polonetsky, DoubleClick, Inc.
Larry Ponemon, Ph.D., Privacy Council
Richard Purcell, Microsoft Corporation
Mark Rotenberg, Esq., Electronic Privacy Information Center
Howard A. Schmidt, Microsoft Corporation
Zoe Strickland, U.S. Postal Service
Peter Swire, Esq., George Washington University

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Chief Privacy Officers Council of the Internet Advertising Bureau
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International Security, Trust and Privacy Alliance
Internet Alliance
Network Advertising Initiative
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Privacy Leadership Initiative
The Biometric Foundation
And
Financial Privacy Law Guide
Information Security Magazine
Privacy and Data Protection Journal
Privacy Regulation Report
Privacy Times
SC Info Security
The Informatics Review

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The New Voice for Privacy and Security Professionals
Resulting from the Merger of the Privacy Officers Association and the Association of Corporate Privacy Officers

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www.privacyassociation.org
Who Should Attend

- Chief Executive Officers
- Chief Operating Officers
- Chief Privacy Officers
- Chief Security Officers
- Chief Technology Officers
- Chief Financial Officers
- Compliance Officers
- Corporate Counsel
- Attorneys
- Medical Directors
- Financial Services Executives
- E-Commerce Executives
- Hospital Executives
- Physicians
- Data Managers
- Ethics Officers
- Consultants
- Government Agency Employees
- Risk Managers
- Information Technology Department Managers
- HIPAA Project Managers
- GLB Project Managers
- Journalists
- Executive Recruiters
- Government Contractors

Goals & Objectives

- To provide a comprehensive overview of the privacy and data security regulatory environment
- To discuss the role of the Chief Privacy Officer in a variety of industries, including health care, financial services and e-commerce
- To discuss the intersection of privacy issues and security
- To analyze the key components of a privacy and data security program
- To provide a network of the nation’s leaders in privacy and data security

Continuing Education Credits

CISSP/SSCP — This program may qualify for security professional (CISSP) or security practitioner (SSCP) continuing education credit. CISSPs and SSCP's may apply for CPE credit for attending the 2nd Annual Privacy and Data Security Summit on-line at www.isc2.org. This information is provided for your convenience only by the Summit.

CLE — Required sponsor documentation has been forwarded to and credit requested from MCLE states with general requirements for all lawyers. We have requested a total of 19.75 from all MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of $1.50 per credit hour directly to the PA CLE Board. The IAPO pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules regulations, including its definition of “CLE”; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact the IAPO at 800-266-6501 starting two to three weeks prior to the program date.

Additional Continuing Education Units may be available. For additional information, please contact the IAPO National Office at 800-266-6501.
Wednesday, January 30, 2002

11:00 a.m. Summit Registration Opens

1:00 p.m. OPTIONAL PRECONFERENCE SESSIONS — Choose One:

Preconference Symposium I: Privacy Officer Training
Ray Everett-Church, Esq., Senior Privacy Analyst, ePrivacy Group, San Jose, CA
Jeff B. Richards, Senior Vice President, Global Policy and Strategy, ePrivacy Group, Washington, DC
Stephen Cobb, CISSP, Vice President, Research & Education, ePrivacy Group, Saint Augustine, FL

Preconference Symposium II: Security and Information Assurance
Professor Lance J. Hoffman, Computer Sciences Department, George Washington University, Washington, DC
Scott Charney, Principal, PricewaterhouseCoopers, Washington, DC

Preconference Symposium III: Biometrics, Counter Surveillance and Cybercrime
M. Paul Collier, Executive Director, The Biometric Foundation, and Founder, ID Technology Partners, Inc., Washington, DC

Preconference Symposium IV: Privacy Crises and Public Communications —
How companies manage, mismanage and avoid brand damage from public scrutiny of their privacy practices
Jason Catlett, President, Junkbusters Corp., and Fellow, Kennedy School of Government, Harvard University, Green Brook NJ

5:00 p.m. Adjournment

Thursday, January 31, 2002

7:00 a.m. Registration and Continental Breakfast

8:00 a.m. Welcome and Overview — Morning Plenary Session: Federal Privacy Regulator’s Roundtable
Brenton Saunders, JD, MBA, Partner, PricewaterhouseCoopers, Past President, Health Care Compliance Association, and Founder, Privacy Officers Association, Washington, DC (Conference Co-Chair)
Alan F. Westin, LLB, PhD, Professor Emeritus of Public Law and Government, Columbia University, and Publisher, Privacy & American Business, Washington, DC (Conference Co-Chair)
Agnes Bundy-Scanlan, Managing Director and Chief Privacy Officer, FleetBoston Financial, Boston, MA (Conference Co-Chair)

8:15 a.m. Privacy Regulation and the Federal Trade Commission
J. Howard Beales, III, PhD, Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC

8:45 a.m. Privacy and Commerce
Phillip Bond, Undersecretary for Technology, United States Department of Commerce, Washington, DC

9:15 a.m. Privacy and Financial Affairs
Amy Friend, Esq., Assistant Chief Counsel, Office of General Counsel, Office of the Comptroller of the Currency, Washington, DC

9:45 a.m. Healthcare Privacy, Security and HIPAA Compliance
Kathleen H. Fyffe, Senior Advisor for Health Information Privacy Outreach, Office for Civil Rights, United States Department of Health and Human Services, Washington, DC

10:15 a.m. Prosecuting Privacy Violations
Daniel Collins, Esq., Chief Privacy Officer, United States Department of Justice, Washington, DC

10:45 a.m. BREAK

11:00 a.m. CONCURRENT SESSIONS I

1.01 Communicating Privacy Issues to the General Public
Christopher Hamilton, Manager, Global Privacy Services, Ogilvy Public Relations Worldwide, Washington, DC

1.02 Advanced Issues in Healthcare Privacy and HIPAA Compliance
Alan Goldberg, Esq., Partner, Goulston & Storrs, Adjunct Professor, Suffolk University Law School, and Moderator, AHA HIT List Serve, Boston, MA
Keith Korenchuk, Esq., Partner, Davis Wright Tremaine, Washington, DC

1.03 Wireless Privacy Issues Now Before the FCC
Peter M. Connolly, Esq., Partner, Holland & Knight, Washington, DC
1.04 Privacy Risk Management Through Training: Designing a Comprehensive Blended Solution
Karen Dunlop, Esq., Partner, Sidley Austin Brown & Wood, Chicago, IL
Joseph G. Lansing, Senior Vice President, Business Development/General Counsel, Learning Insights, Chicago, IL

1.05 Privacy and E-Mail
James H. Koenig, Chief Development & Legal Officer, ePrivacy Group, Malvern, PA
Kenneth C. Segarnick, Esq., Vice President and General Counsel, United Messaging Inc., West Chester, PA

Noon Luncheon and Plenary Session Presentations
Robert R. Belair, Esq., Partner, Mullenholz, Brimsek & Belair; Co-founder and Editor, Privacy & American Business, Washington, DC (Conference Co-Chair)

12:30 p.m. Keynote Panel: Privacy in America Following the Terrorist Attacks on the World Trade Center and the Pentagon
Agnes Bundy-Scanlan, Managing Director and Chief Privacy Officer, FleetBoston Financial, Boston, MA
James Harper, Editor, Pravcilla.org, Washington, DC
John Kamp, Of Counsel, Wiley, Rein & Fielding, Washington, DC
Mark Rotenberg, Esq., Director, Electronic Privacy Information Center, and Editor, Privacy Law Sourcebook, Washington, DC
David Sampley, Esq., Assistant Attorney General, Internet Bureau, Office of the Attorney General, State of New York, New York, NY
Zoe Strickland, Chief Privacy Officer, United States Postal Service, Washington, DC
Bruce Johnson, Esq., Partner, Davis Wright Tremaine, Seattle, WA (Moderator)

1:15 p.m. State Initiatives in Gramm Leach Bliley Implementation
John P. Fielding, Esq., Senior Counsel, Financial Services, National Association of Insurance Commissioners, Washington, DC

1:45 p.m. The Role of State Government in Privacy Protection
Joanne McNabb, Chief, Office of Privacy Protection, California Department of Consumer Affairs, Sacramento, CA

2:15 p.m. BREAK

2:30 p.m. CONCURRENT SESSIONS II

2.01 So You Want to Be a CPO?
Ray Everett-Church, Esq., Senior Privacy Analyst, ePrivacy Group, San Jose, CA

2.02 Developing, Planning and Coordinating HIPAA Privacy Projects for Implementation
Laurie A. Robinson-Bayless, MBA, Senior Manager, National HIPAA Practice, Ernst & Young, Washington, DC
James D. Kelso, JD, LLM, Chief Privacy Officer, University of Texas Medical Branch, Galveston, TX

2.03 PKI in the Federal Government
Keren Cummins, Vice President, Governmental Services, Digital Signature Trust Company, and Member, PKI Task Force for the Federal Electronic Commerce Coalition, Rockville, MD
Christopher R. Yukins, Esq., Partner, Holland & Knight LLP, McLean, VA

2.04 Information Security: Liability for Computer Glitches and Online Security Lapses
Alan Charles Raul, Esq., Partner, Sidley Austin Brown & Wood, Washington, DC

2.05 Technology CPO’s
Peter Cullen, Corporate Privacy Officer, Royal Bank of Canada, Toronto, Ontario
Robert Spencer, Jr., Chief Privacy Officer, Compaq, Houston, TX

3:30 p.m. BREAK

3:45 p.m. CONCURRENT SESSIONS III

3.01 Privacy and the NAIC Market Conduct Exam Handbook
Bill Paukovitz, Chief Privacy Officer, Fireman’s Fund/Allianz Ins. Co., Novato, CA
Christopher Roe, Vice President of Government Affairs, Fireman’s Fund Insurance Co., Washington, DC

3.02 Managing Your Research and Research Subjects under HIPAA: Issues and Solutions for Biotech and Pharmaceutical Companies
Diane M. Allen, Esq., Section Counsel, Clinical Practice Group, Genentech, Inc., San Francisco, CA
Stephen W. Bernstein, Esq., Partner, McDermott, Will & Emery, Boston, MA

3.03 Privacy in the Financial Sector
Stephen L. Durkee, Vice President, Privacy Implementation, Global Consumer Businesses, Citigroup, New York, NY

3.04 The Patient’s View of Privacy
Marilou M. King, Esq., Partner, McDermott, Will & Emery, Washington, DC
5:00 p.m.  **Afternoon Plenary Session: National and International Privacy Policy**  
Vincent J. Schiavone, Chief Executive Officer, ePrivacy Group, Malvern, PA (Conference Co-Chair)

**Privacy and Security Policy in the United States after September 11, 2001**  
Peter Swire, Esq., Visiting Professor of Law, George Washington University, and Former Chief Counselor for Privacy, Office of Management and Budget, Executive Office of the President, Washington, DC

5:25 p.m.  **Report from the European Union**  
David L. Aaron, Partner, Dorsey & Whitney, Former Undersecretary of Commerce for International Trade, and Former Deputy National Security Advisor, Washington, DC

5:45 p.m.  **Privacy Policy Roundtable**  
John Bentivoglio, Esq., Partner, Arnold & Porter, and Former Chief Privacy Officer, United States Department of Justice, Washington, DC  
Michael T. Beresik, National Director, Privacy Practice, PricewaterhouseCoopers, and Former Deputy Assistant Secretary of the Treasurer, United States Department of the Treasury, Washington, DC  
James H. Koenig, Chief Development & Legal Officer, ePrivacy Group, Malvern, PA  
Larry Ponemon, PhD, Chief Executive Officer, Privacy Council, Richardson, TX  
Peter Swire, Esq., Visiting Professor of Law, George Washington University, and Former Chief Counselor for Privacy, Office of Management and Budget, Executive Office of the President, Washington, DC

6:45 p.m.  **Adjournment and Networking Reception**

**Friday, February 1, 2002**

7:00 a.m.  **Continental Breakfast**

8:00 a.m.  **Welcome and Overview — Morning Plenary Session: Practical Experiences in Privacy and Data Security**  
Jules Polonetsky, Chief Privacy Officer, DoubleClick, Inc., New York, NY (Conference Co-Chair)

8:15 a.m.  **The Perspectives of a Privacy Officer**  
Harriet Pearson, Esq., Chief Privacy Officer, IBM, Armonk, NY

8:45 a.m.  **Privacy and Financial Services**  
Stephen L. Durkee, Vice President, Privacy Implementation, Global Consumer Businesses, Citigroup, New York, NY

9:15 a.m.  **Privacy and Insurance**  
Kirk M. Herath, Chief Privacy Officer and Public Policy Officer, Nationwide Insurance Companies, Columbus, OH

9:45 a.m.  **Integrating Privacy and Security**  
Michael McNeil, Vice President, Data Services & Chief Privacy Officer, Reynolds & Reynolds, Dayton, OH

10:15 a.m.  **Countering Terrorism with Biometrics: Privacy Policy Implications**  
John Woodward, Jr., Esq., Senior Policy Analyst, RAND, and former CIA Officer, Washington, DC

10:45 a.m.  **BREAK**

11:00 a.m.  **CONCURRENT SESSIONS IV**

**4.01 State Adoption of Privacy Regulation for Insurance**  
Bill Paukovitz, Chief Privacy Officer, Fireman’s Fund/Allianz Ins. Co., Novato, CA  
Christopher Roe, Vice President of Government Affairs, Fireman’s Fund Insurance Co., Washington, DC

**4.02 The Privacy of Employee Health Information in the Work Place**  
Mark Lutes, Esq., Partner, Epstein Becker & Green, PC, Washington, DC  
Frank Morris, Partner, Epstein Becker & Green, PC, Washington, DC

**4.03 Update on EU Privacy Issues**  
Stephanie Perrin, Chief Privacy Officer, Zero-Knowledge Systems, Montreal, Quebec

**4.04 Delivering Effective Privacy Notices**  

Noon  **Luncheon and Plenary Session Presentations**

**Introduction to Data Protection Mini Summit**  
Chris Apgar, Data Security and HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR (Conference Co-Chair)
12:30 p.m.  Coordinating Privacy and Security  
Howard A. Schmidt, Corporate Security Officer, Microsoft Corporation, Redmond, WA  
Richard Purcell, Senior Director, Corporate Privacy Office, Microsoft Corporation, Redmond, WA

1:15 p.m.  Security Officer Roundtable  
Chris Appar, Data Security and HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR  
Mark Van Holsbeck, Director, Enterprise Network Security, Avery Dennison, Pasadena, CA  
Howard A. Schmidt, Corporate Security Officer, Microsoft Corporation, Redmond, WA  
Isabelle P. Theison, Vice President, American Express, Phoenix, AZ  
John Woodward, Jr., Esq., Senior Policy Analyst, RAND, and former CIA Officer, Washington, DC, (Moderator)

2:15 p.m.  BREAK

2:30 p.m.  CONCURRENT SESSIONS V  
5.01 COPPA Enforcement Update  

5.02 Health Insurers: Making the Best Use of Your Remaining HIPAA Compliance Time  

5.03 Self Regulation: Trust Online and Offline  
Fran Maier, Executive Director, TRUSTe, San Jose, CA  
David Klaus, Executive Director, Privacy Leadership Initiative, Washington, DC

5.04 Privacy Sensitive Technology: Cookies, Web Beacons, P3P and Beyond  
J. Trevor Hughes, Executive Director, Network Advertising Initiative, York, ME

3:30 p.m.  BREAK

3:45 p.m.  CONCURRENT SESSIONS VI  
6.01 Security Basics for the Privacy Practitioner  
Kimberly Kiefer, Esq., Partner, Brobeck, Phleger & Harrison, and Co-Chair, American Bar Association, Information Security Committee, Washington, DC

6.02 Infrastructure and Systems Options for Implementing Privacy - Compliant CRM  
Kevin Mahley, VP Operations, UCO Software, New York, NY

6.03 Privacy at Work: The Changing Environment for Human Resources Information Privacy and Employee Surveillance  
W. Scott Blackmer, Esq., General Counsel, ViAmericas Corporation, Bethesda, MD

6.04 Biometrics, Smartcards and SSL — Authentication as the Key to Privacy and Security  
Alan C. Brown, Esq., Partner, Duane Morris, Washington, DC

4:45 p.m.  ADJOURNMENT

FAX REGISTRATION  
Fax: 215-545-8107 Email: information@privacyassociation.org  
Phone: 800-546-3750 or 215-545-3894  Monday-Friday 9 AM - 5 PM EST.  
Telephone registrations must be confirmed by fax or e-mail.  
To register online, visit our website at www.privacyassociation.org

METHOD OF PAYMENT FOR TUITION  
Make payment by check, money order, MasterCard, Visa or American Express. A $20 fee will be charged for any returned checks. Credit card information must be given to secure your registration if check/money order is not included with the registration form. If payment is not received 7 days prior to the Summit, credit card payment will be processed.

TAX DEDUCTIBILITY  
Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor.  
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CANCELLATIONS/ SUBSTITUTIONS  
No refunds will be given for “no-shows” or for cancellations. You may send a substitute; please call the Conference Office at 1-800-546-3750.

FOR FURTHER INFORMATION  
Call 1-800-546-3750 or visit our website at www.privacyassociation.org

HOTEL ACCOMMODATIONS  
Special rates of $179 (plus tax) per single per night, and $204 (plus tax) per double per night, have been arranged for the Privacy Summit. There are a limited number of rooms available at the special rate. Please make your reservations directly with the Hyatt Regency and mention the Privacy Summit to receive the reduced rate. Reservations will be accepted until Jan. 4, 2002. After that cut-off date, reservations will be accepted on a space-available basis only.  
Hyatt Regency Washington on Capitol Hill  
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Reservation hours: M-F 6:30am - 5:00pm Pacific Time
A $15 transaction fee will be applied to all tickets purchased via phone service. Be sure to reference The Summit Group #551

When calling airlines direct, please use the following codes:
United Airlines 1-800-521-4041 File # 501NO

Registration Form for the Second Annual Privacy & Data Security Summit

1: PLEASE COMPLETE THE FOLLOWING

NAME OF REGISTRANT

TITLE

NAME OF ORGANIZATION

q Work Address or q Home Address (List only preferred mailing address) FIRST NAME AS IT WILL APPEAR ON YOUR BADGE

MAILING ADDRESS

CITY

STATE

ZIP

DAYTIME PHONE ( ) FAX ( ) E-MAIL

q SPECIAL DISABILITY NEEDS

2: REGISTRATION FEES

Preconference Only q $395 Choose One Only:

q 1. Privacy Officer Training
q 11. Security & Information Assurance
q III. Biometrics/Counter Surveillance/Cybercrime
q IV. Privacy Crises & Public Communications

Conference Only (does not include Preconference):

IAPO/POA/ACPO Members Non-Member Registration

q Thru Jan. 4, 2002 $895 q Thru Jan. 4, 2002 $1095

q After Jan. 4, 2002 $995 q After Jan. 4, 2002 $1195

ASSOCIATION MEMBERSHIP OPTION: For an additional $100, join the International Association of Privacy Officers (Regular membership: $249)

q Yes, add $100 to my non-member registration. I’d like to become a member of IAPO. NOTE: This offer is for new members only; membership renewals are not eligible.

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Please enclose check or money order enclosed (checks payable to Health Care Conference Administrators, llc)

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Cancellation Policy: Registration fees are not refundable, but are transferable to a person in the same organization.

CONCURRENT SESSIONS —
Choose one for each time slot:

Thursday, January 31, 2001

11:00 a.m. CONCURRENT SESSIONS I

q 1.01 q 1.02 q 1.03 q 1.04 q 1.05

2:30 p.m. CONCURRENT SESSIONS II

q 2.01 q 2.02 q 2.03 q 2.04 q 2.05

3:45 p.m. CONCURRENT SESSIONS III

q 3.01 q 3.02 q 3.03 q 3.04

Friday, February 1, 2002

11:00 A.M. CONCURRENT SESSIONS IV

q 4.01 q 4.02 q 4.03 q 4.04

2:30 P.M. CONCURRENT SESSIONS V

q 5.01 q 5.02 q 5.03 q 5.04

3:45 P.M. CONCURRENT SESSIONS VI

q 6.01 q 6.02 q 6.03 q 6.04

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