

The Third Annual Privacy & Data Security Summit

Industry-Specific Tracks!
see page 6

Implementing & Managing Privacy in a Complex Environment

February
26-28, 2003
HILTON WASHINGTON



www.privacyassociation.org
800-266-6501

CONTINUING EDUCATION CREDITS: CLE • CPE • CISSP

Special Events and Features:

Regulators Breakfast ■ Networking Reception with Noted Privacy Authors
Networking Luncheon with Topic Tables ■ Exposition and Trade Show

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international association of privacy professionals

Featured Speakers Include:

Malcolm Crompton, *Privacy Commissioner of Australia*
John Fielding, Esq., *Staff to GLB Model Regulation, National Association of Insurance Commissioners*
Peter Hustinx, *President, Netherlands Data Protection Authority*
Nuala O'Connor Kelly, Esq., *Chief Counsel for Technology, U.S. Department of Commerce*
Harriet Pearson, *Vice President, Workforce and Chief Privacy Officer, IBM Corporation*
Richard Purcell, *Privacy Officer, Microsoft Corporation*
Donald A. (Andy) Purdy, Jr., *Deputy to the Vice Chair, Senior Advisor, IT Security and Privacy, The President's Critical Infrastructure Protection Board*
Martha Rodgers, Ph.D., *Partner, Pepper and Rodgers, and Adjunct Professor, Fuqua School of Business, Duke University*
Agnes Bundy Scanlan, *Managing Director & Chief Compliance Officer, FleetBoston Financial, and President, IAPP*
Orson Swindle, *Commissioner, Federal Trade Commission*
Peter Swire, Esq., *Professor of Law, Ohio State University, and Former Chief Counselor, Office of Management & Budget*

PLUS! CHIEF PRIVACY OFFICERS from AOL, AT&T Wireless, DoubleClick, Eastman Kodak, FleetBoston Financial, IBM, Marriott International, Microsoft, Oracle, Pharmacia, Procter & Gamble, Sovereign Bank, U.S. Postal Service, University of Pennsylvania, UnumProvident and Verizon

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And

AIS's HIPAA Patient Privacy Compliance Guide
AIS's Report on Patient Privacy
BNA's Privacy and Security Law Report
Financial Privacy Law Guide
Healthcare Information Security
Information Security Magazine
Insurance Compliance Week

Pharma Marketing Network
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THE THIRD ANNUAL PRIVACY & DATA SECURITY SUMMIT:

The complexities of privacy have permeated the full breadth of corporate America. Now, more than ever, privacy professionals — and other professionals who deal with privacy concerns as a portion of their responsibilities — need comprehensive and practical training targeted to their industry. In response to this need, the International Association of Privacy Professionals (IAPP) (formally the International Association of Privacy Officers) is proud to announce the Third Annual Privacy and Data Security Summit: Implementing and Managing Privacy in a Complex Environment, February 26-28, 2003 at the Washington Hilton and Towers.

The Summit is now recognized as the preeminent international conference for privacy professionals. The Third Privacy & Data Security Summit promises to be the best conference yet! Industry-specific tracks at the Summit — covering security & technology, marketing, health care, financial services, human resources & internal privacy and international privacy — will provide in-depth analysis and insight into privacy within industry verticals. The Summit faculty will provide the “how-to’s” of privacy compliance and discuss daily operational challenges faced by privacy professionals and all others charged with managing privacy concerns within organizations. Plan now to attend the Third Annual Privacy & Data Security Summit and let it be your source for the most up to date, and useful, privacy training available!

Special Features of the Summit

• Regulators Breakfast

Conference attendees will have an unprecedented chance to informally meet during breakfast with more than 40 regulators from Capitol Hill, the FTC, the Department of Commerce, the Department of Health and Human Services and States Attorneys General offices. This is your one opportunity to meet and discuss key issues with regulators, public policy makers, and enforcement officials. In one hour you will be able to get more networking accomplished that you would otherwise accomplish in a whole year!

• **Networking Reception: Featuring Noted Privacy Authors**
IAPP has invited more than 12 noted privacy authors for a night of networking and book sharing. Attendees will be able to meet and greet the authors, ask questions and purchase the latest privacy related books on site!

• Networking Luncheon with Topic Tables

Thursday’s luncheon has been earmarked to promote discussion of specific privacy issues. Tables will be marked with specific topics and our faculty and leaders will be appropriately placed around the room to promote deeper and more informal discussions. Are you struggling with a particular privacy issue within your organization? This event will provide you with insight from the collective wisdom of fellow IAPP members, conference attendees and faculty.

FAX REGISTRATION

Fax: 215-545-8107 Email: information@privacyassociation.org
Phone: 800-266-6501 or 215-545-8990 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.

Goals & Objectives

- To provide a comprehensive overview of the privacy and data security operational environment
- To discuss the roles of Privacy Professionals in a variety of industries, including health care, financial services and e-commerce
- To explore 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

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
- Marketing Managers
- 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

Continuing Education Credits

CISSP/SSCP — This program may qualify for security professional (CISSP) or security practitioner (SSCP) continuing education credit. CISSPs and SSCPS may apply for CPE credit for attending the 3rd 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 credits 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 IAPP at 800-266-6501 starting two to three weeks prior to the program date.

NASBA — International Association of Privacy Professionals is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: 615-880-4200 Web Site: www.nasba.org. A maximum of 20.20 credits based on a 50-minute hour will be granted. Recommend experience level for this course is intermediate.

Additional Continuing Education Units may be available. For additional information, please contact the IAPP National Office at 800-266-6501.

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. Federal Tax ID: 91-1892021

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for “no-shows” or for cancellations. You may send a substitute; please call the Conference Office at 1-800-266-6501.

FOR FURTHER INFORMATION

Call 1-800-266-6501 or visit our website at www.privacyassociation.org

Wednesday, February 26, 2003

1:00 pm PreConference Symposia

(optional concurrent sessions; chose one session only)

Preconference I: Privacy Professional Boot Camp

Jules Polonetsky, *Vice President, Integrity Assurance, America Online, and Member, IAPP Board of Directors, Vienna, VA*

Vincent J. Schiavone, *Chief Executive Officer, ePrivacy Group, and Member, IAPP Board of Directors, Paoli, PA*

J. Trevor Hughes, *Executive Director, International Association of Privacy Professionals, York, ME (Moderator)*

Preconference II: Security for Privacy Professionals

Chris Apgar, *CISSP, HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR*

Chey Cobb, *Author and Former Senior Technical Security Advisor, National Reconnaissance Office (NRO), St. Augustine, FL*

Stephen Cobb, *CISSP, Vice President, Research & Education, ePrivacy Group, Paoli, PA (Moderator)*

Preconference III: HIPAA for Employers Across All Industries

Kirk J. Nahra, Esq., *Partner, Wiley Rein & Fielding, LLP, Washington, DC*

William R. Braithwaite, MD, Ph.D., *Director, PricewaterhouseCoopers, and Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC (Moderator)*

Preconference IV: P3P Introduction and Practical Solutions Implementation

Lorrie Faith Cranor, *AT&T Labs-Research, Shannon Laboratory, Florham Park, NJ*

Timothy Lordan, Esq., *Staff Director, Internet Education Foundation, Center for Democracy and Technology, and Staff Director, Congressional Internet Caucus Advisory Committee, Washington, DC*

Ari Schwartz, *Associate Director, Center for Democracy and Technology, Washington, DC*

Brian Tretick, *Principal, Privacy Assurance and Advisory Services, Ernst & Young, McLean, VA*

5:00 pm Adjournment

Thursday, February 27, 2003

7:00 am Registration and Exhibit Hall Open

8:00 am Welcome and Introduction

Agnes Bundy Scanlan, *Managing Director & Chief Compliance Officer, FleetBoston Financial, and President, International Association of Privacy Professionals, Boston, MA (Conference Co chair)*

J. Trevor Hughes, Esq., *Executive Director, International Association of Privacy Professionals, York, ME, (Conference Co chair)*

8:15 am International Privacy

Malcolm Crompton, *Privacy Commissioner of Australia, Melbourne, Australia*

Peter Hustinx, *President, Netherlands Data Protection Authority, The Hague, Netherlands*

George Radwanski, *Privacy Commissioner of Canada, Ottawa, Ontario*

9:00 am FTC Enforcement Update

Orson Swindle, *Commissioner, Federal Trade Commission, Washington, DC*

9:30 am Privacy Regulators Roundtable

J. Howard Beales, III, Ph.D. (Invited), *Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*

William R. Braithwaite, MD, Ph.D., *Director, PricewaterhouseCoopers, and Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC*

Nuala O'Connor Kelly, Esq., *Chief Counsel for Technology, U.S. Department of Commerce, Washington, DC*

David A. Stampley, *Assistant Attorney General, New York State Attorney General's Office, Internet Bureau, New York, NY*

Zoe Strickland, Esq., *Chief Privacy Officer, United States Postal Service, Washington, DC*

John Bentivoglio, Esq., *Partner, Arnold and Porter, Former Special Counsel for Healthcare Fraud, and Chief Privacy Officer, United States Department of Justice, and Member, IAPP Board of Directors, Washington, DC (Moderator)*

10:30 am Mid-Morning Break in Exhibit Hall

11:00 am Concurrent Sessions I

1.01 Consumer Marketing Track: Anatomy of a Settlement Agreement: Lessons from the FTC and New York Attorney General Ellen Finn, *Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*

Dean Forbes, *Attorney, Division of Advertising Practices, Federal Trade Commission, Washington, DC*

David A. Stampley, *Assistant Attorney General, New York State Attorney General's Office, Internet Bureau, New York, NY*

1.02 International Track: Building Links with Regulators — Working with Foreign Data Protection Authorities
Malcolm Crompton, *Privacy Commissioner of Australia, Melbourne, Australia*

Peter Hustinx, *President, Netherlands Data Protection Authority, The Hague, Netherlands*

1.03 Security Track: Security Without Wire — Issues in Wireless and Mobile Data Security

Jerry Brady, *Chief Technology Officer, Guardent, Waltham, MA*

J. Walter Hyer, *Chief Privacy Officer, AT&T Wireless, Redmond, WA*

1.04 HR/Internal Privacy Track: Watching Your Employees — Emerging Personal Boundaries in the Workplace

Michael Geist, Esq., *Professor, University of Ottawa, Faculty of Law, Technology Counsel, Osler, Hoskin & Harcourt LLP, Ottawa, ON*

Chris Kuner, *Partner, Hunton & Williams, Brussels, Belgium*

1.05 Financial Services/Insurance Track: Building Trust Through Ethical Business Practices

Brian Atchinson, *Executive Director, Insurance Marketplace Standards Association, Former, Insurance Commissioner, State of Maine, and Former President, NAIC, Washington, DC*

1.06 Healthcare Track: Practical Strategies in Complying with the HIPAA Privacy Rule by April 14, 2003

Alan S. Goldberg, JD, LL.M., *Partner, Goulston & Storrs, Adjunct Professor of Law, University of Maryland School of Law, and Moderator, AHIA HIT Listserve, Washington, DC*

Steve Lazarus, Ph.D., *President, Boundary Information Group, and Chair, Workgroup for Electronic Data Interchange (WEDI), Denver, CO*

Noon Networking Luncheon: Facilitated Privacy Issue Topic Tables

1:15 pm Concurrent Sessions II

2.01 Consumer Marketing Track: Email v. SPAM — Will Email Marketing Survive the SPAM Wars?
Eileen Harrington, *Associate Director of Marketing Practices, Federal Trade Commission, Washington, DC*

Bruce Johnson, Esq., *Partner, Davis Wright Tremaine, Seattle, WA*
Jim Koenig, *General Counsel, ePrivacy Group, Paoli, PA*

Douglas R. Miller, *Executive Director, AOL Integrity Assurance, America Online, Dulles, VA*

2.02 International Track: Marketing in the Face of Global Privacy Laws — A Primer for US Privacy Professionals
Stewart Dresner, *Chief Executive, Privacy Laws and Business, Harrow, Middlesex, England*

2.03 Security Track: The Impact of Emerging Security Standards on Compliance, Litigation, and Privacy
Joseph Alhadef, *Chief Privacy Officer, Oracle, New York, NY*
Stephen Cobb, CISSP, *Vice President, Research & Education, ePrivacy Group, Paoli, PA*

2.04 HR/Internal Privacy Track: HR in Europe — Issues to Keep US Companies Awake at Night
Becky Burr, Esq., *Partner, Wilmer Cutler & Pickering, and Member, IAPP Board of Directors, Washington, DC*

2.05 Financial Services/Insurance Track: Privacy For the Insurance Industry — Problems Today, Expectations for Tomorrow
John Fielding, Esq., *Staff to GLBA Model Regulation, National Association of Insurance Commissioners, Washington, DC*
Kirk J. Nahra, Esq., *Partner, Wiley, Rein & Fielding, LLP, Washington, DC*

2.06 Healthcare Track: Practical Strategies in Complying with the HIPAA Security Rule
Chris Apgar, CISSP, *HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR*
Richard Marks, Esq., *Partner, Davis Wright Tremaine, Co-Chair, Security and Privacy Sub-Working Group on HIPAA Business Associate Contracts, and Chair, Security and Privacy Sub-Working Group on HIPAA Security Certification, WEDI, Washington, DC*

2:15 pm Transition Break

2:30 pm Concurrent Sessions III

3.01 Consumer Marketing Track: Case Study — How to Build Practical Privacy Into the Organization
John Berard, *General Manager, West Coast Operations, FitzGerald Communications, San Francisco, CA*
Diane McDade, *Privacy Product Manager, MSN, Microsoft Corporation, Redmond, WA*

3.02 International Track: Case Study — Pros & Cons of Safe Harbor Participation
Joe Alhadef, *Chief Privacy Officer, Oracle, New York, NY*

3.03 Security & Technology Track: Information Security Roles & Responsibilities Made Easy
Charles Cresson Wood, CISA, CISSP, *Author, Information Security Roles & Responsibilities Made Easy, PentaSafe Security Technologies, Houston, TX*

3.04 HR/Internal Privacy Track: Case Study: Due Diligence Required for Safe Harbor Certification
Dale Skivington, *Chief Privacy Officer, Eastman Kodak Company, Rochester, NY*

3.05 Financial Services/Insurance Track: FCRA — What to Expect from Reauthorization
Tony Hadley, *Director of Government Affairs, Experian, Washington, DC*
Stuart Pratt, *President, Consumer Data Industry Association, Washington, DC*

3.06 Healthcare Track: Medical Research Issues and HIPAA
Linda Malek, Esq., *Partner, Moses & Singer LLP, New York, NY*
Lauren Steinfeld, Esq., *Chief Privacy Officer, University of Pennsylvania, Philadelphia, PA*

3:30 pm Afternoon Break in Exhibit Hall

4:00 pm Afternoon Plenary Session
J. Trevor Hughes, *Executive Director, International Association of Privacy Professionals, York, ME, (Conference Co chair)*

4:15 pm National Cybersecurity
Donald A. (Andy) Purdy, Jr., *Deputy to the Vice Chair, Senior Advisor, IT Security and Privacy, The President's Critical Infrastructure Protection Board, The White House, Washington, DC*

4:45 pm National Privacy and Security Policy after 9/11
Peter Swire, Esq., *Professor of Law, Ohio State University, Consultant, Morrison & Foerster, and Former Chief Counselor, Office of Management & Budget, Office of the President of the United States, Washington, DC*

5:15 pm National Privacy & Security Debate
Sonia Arrison, *Director, Center for Technology Studies, Pacific Research Institute for Public Policy, San Francisco, CA*
Jim Harper, *Editor, Privacilla.org, Washington, DC*
Jeff Rosen (Invited), *Professor of Law, George Washington University, Washington, DC*

Peter Swire, Esq., *Professor of Law, Ohio State University, Consultant, Morrison & Foerster, and Former Chief Counselor, Office of Management & Budget, Office of the President of the United States, Washington, DC*

Brent Saunders, JD, MBA, *Partner, PricewaterhouseCoopers, LLP, Founder and 1st VP, International Association of Privacy Professionals, and Past President, Health Care Compliance Association, Florham Park, NJ, (Moderator)*

6:00 pm Adjournment and Networking Reception
Featuring the Following Noted Privacy Authors

Fred Cate, Ph.D. (Invited), *Professor of Law Director of the Information Law and Commerce Institute, Indiana University School of Law, and Author, Privacy In The Information Age, Bloomington, IN*
Ray Everett Church, *Author, Internet Privacy for Dummies, San Francisco, CA*

Chey Cobb, *Author, Security for Dummies, St. Augustine, FL*
Stephen Cobb, CISSP, *Vice President, Research & Education, ePrivacy Group, and Author, Privacy for Business: Web Sites and Email, Paoli, PA*
Lorrie Faith Cranor, *Principal Technical Staff Member, AT&T Labs-Research, and Author, Web Privacy with P3P, Florham Park, NJ*
Simson Garfinkle, *Author, Database Nation: The Death of Privacy in the 21st Century and Web Security, Privacy, and Commerce, Belmont, MA*
Michael Geist, Esq., *Professor, University of Ottawa, Faculty of Law, Technology Counsel, Osler, Hoskin & Harcourt LLP, Ottawa, ON*
Richard Hunter, *Vice President, Research, Gartner Executive Programs, Gartner Inc., and Author, World Without Secrets, Stamford, CT*
Jeff Rosen (Invited), *Professor of Law, George Washington University, and Author, The Unwanted Gaze, Washington, DC*
Charles Cresson Wood, CISA, CISSP, *Author, Information Security Roles & Responsibilities Made Easy, PentaSafe Security Technologies, Houston, TX*

Friday, February 28, 2003

7:00 am Special Meet the Regulators Informal Breakfast Reception, Featuring Representatives from Capitol Hill Staff, FTC, Dept. Of Commerce, Dept. of Health and Human Services, States Attorneys General

8:00 am Welcome and Introduction

Richard Purcell, *Privacy Officer, Microsoft Corporation and Member, IAPP Board of Directors, Redmond, WA (Conference Co chair)*

8:30 am Privacy and Customers: Compliance or Relationship Opportunity?

Martha Rodgers, Ph.D., *Partner, Pepper and Rodgers, Adjunct Professor, Fuqua School of Business, Duke University, and Author, One to One B2B, Bowling Green, OH*

9:15 am Privacy & Technology: Trends for 2003

Steve Hunt, CISSP, *Vice President, Research Leader, Giga Information Group, Redmond, WA*

9:45 am Privacy & Legal Issues: Trends for 2003

Stewart A. Baker, Esq., *Partner, Steptoe & Johnson, Washington, DC*
Robert B. Belair, Esq., *Partner, Mullenholz, Brimsek & Belair, Co-founder and Editor, Privacy & American Business, Washington, DC*

10:30 am IAPP/Ponemon Institute: Trends in the Privacy Profession — Survey Results

Larry Ponemon, Ph.D., *President, Ponemon Institute, Phoenix, AZ*

11:00 am Transition Break

11:15 am Concurrent Sessions IV

4.01 Consumer Marketing Track: COPPA Panel — Expert Advice on COPPA Compliance

Caroline G. Curtin, *Director, Kids and Teens Policy, America Online, Inc., Dallas, TX*

Elizabeth A. Delaney, Esq., *Attorney, Division of Advertising Practices, Federal Trade Commission, Washington, DC*

Elizabeth L. Lascoutx, *Director CARU, Vice President, Council of Better Business Bureaus, New York, NY*

4.02 International Track: Consolidating Your Global HR Database in the US — Practical Privacy Guidance

Barbara Wellbery, Esq., *Partner, Morrison & Foerster, Former Counselor, Secretary for Electronic Commerce, and Former Head, International Trade Administration, Electronic Commerce Task Force, United States Department of Commerce, Washington, DC*

4.03 Security Track: Biometrics and Security — Balancing Privacy in the Enterprise

Larry Ponemon, Ph.D., *Chairman and Founder, Ponemon Institute, Tucson, AZ*

Richard M. Smith, *Internet Security and Privacy Consultant, Cambridge, MA*

4.04 HR/Internal Privacy Track: Practical Privacy for HR Professionals

Harriet Pearson, *Vice President, Workforce & Chief Privacy Officer, IBM Corporation, Armonk, NY*

4.05 Financial Services/Insurance Track: Training Employees — Practical Solutions for Insurers and Financial Institutions

Joan Sarles Lee, *Vice President and Chief Privacy Officer, UnumProvident, Portland, ME*

Janet McCoy, *Chief Privacy Officer/Senior Vice President, Sovereign Bank, and Member, IAPP Board of Directors, Wyomissing, PA*

4.06 Healthcare Track: Advanced HIPAA Compliance Strategies

William R. Braithwaite, MD, Ph.D., *Director, PricewaterhouseCoopers, Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC*

12:30 pm Networking Luncheon in Exhibit Hall

1:15 pm Afternoon Plenary Session

Vincent J. Schiavone, *Chief Executive Officer, ePrivacy Group, and Member, IAPP Board of Directors, Paoli, PA (Conference Co chair)*

1:30 pm Keynote Address: Privacy Policy and the Congress

Senator Fritz Hollings (D, SC) (Invited), *United States Senate, Washington, DC*

2:00 pm Annual Privacy Professional Roundtable

Jean-Paul Hepp, *Chief Privacy Officer, Pharmacia Corporation, and Member, IAPP Board of Directors, Pepack, NJ*

Joan Sarles Lee, *Vice President and Chief Privacy Officer, UnumProvident, Portland, ME*

Harriet Pearson, *Vice President, Workforce and Chief Privacy Officer, IBM Corporation, and Member, IAPP Board of Directors, Armonk, NY*

Richard Purcell, *Privacy Officer, Microsoft Corporation, and Member, IAPP Board of Directors, Redmond, WA*

Agnes Bundy Scanlan, *Managing Director & Chief Compliance Officer, FleetBoston Financial, and President, International Association of Privacy Professionals, Boston, MA*

Bennie Smith, *Chief Privacy Officer, DoubleClick, New York, NY*

David Valdez, *Chief Privacy Officer, Verizon, Washington, DC*

Chris Zoladz, *Vice President, Information Protection, Marriott International, and Member, IAPP Board of Directors, Bethesda, MD*

John Kamp, Esq., *Of Counsel, Wiley, Rein and Fielding, Washington, DC (Moderator)*

3:15 pm Transition Break

3:30 pm Concurrent Sessions V

5.01 Consumer Marketing Track: Case Study — Self Regulation at Work

Gary Laden, *Director, BBBOnLine Privacy Program, Arlington, VA*
Fran Maier, *Executive Director, TRUSTe, Washington, DC*

5.02 Security Track: Reducing Insider Threats to Computer Security and Protected Data

Richard M. Smith, *Internet Security and Privacy Consultant, Cambridge, MA*

5.03 International Track: Developing an International Privacy Infrastructure — Coordinating Global Privacy Efforts Within Your Company

Sandy Hughes, *Global Privacy Executive, Procter & Gamble, Cincinnati, OH*

4:30 pm Adjournment

Concurrent Sessions Tracks at a Glance



Consumer Marketing Track

1.01 (Th 11:00 am) Anatomy of a Settlement Agreement - Lessons from the FTC and New York Attorney General	2.01 (Th 1:15 pm) Email v. SPAM - Will Email Marketing Survive the SPAM Wars?	2.02 (Th 1:15 pm) Marketing in the Face of Global Privacy Laws - A Primer for US Privacy Professionals	3.01 (Th 2:30 pm) Case Study - How to Build Practical Privacy Into the Organization	4.01 (Fr 11:15 am) COPPA Panel - Expert Advice on COPPA Compliance	5.01 (Fr 3:30 pm) Case Study - Self Regulation at Work
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International Track

1.02 (Th 11:00 am) Building Links with Regulators - Working with Foreign Data Protection Authorities	2.02 (Th 1:15 pm) Marketing in the Face of Global Privacy Laws - A Primer for US Privacy Professionals	2.04 (Th 1:15 pm) HR in Europe - Issues to Keep US Companies Awake at Night	3.02 (Th 2:30 pm) Case Study - Pros & Cons of Safe Harbor Participation	3.04 (Th 2:30 pm) Case Study - Due Diligence Required for Safe Harbor Certification	4.02 (Fr 11:15 am) Consolidating Your Global HR Database in the US - Practical Privacy Guidance	5.03 (Fr 3:30 pm) Developing an International Privacy Infrastructure - Coordinating Global Privacy Efforts Within Your Company
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Security Track

1.03 (Th 11:00 am) Security Without Wire - Issues in Wireless and Mobile Data Security	1.06 (Th 11:00 am) Practical Strategies in Complying with the HIPAA Privacy Rule by April 14, 2003	2.03 (Th 1:15 pm) The Impact of Emerging Security Standards on Compliance, Litigation, and Privacy	3.03 (Th 2:30 pm) Information Security Roles & Responsibilities Made Easy	4.03 (Fr 11:15 am) Biometrics and Security - Balancing Privacy in the Enterprise	5.02 (Fr 3:30 pm) Reducing Insider Threats to Computer Security and Protected Data
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HR/Internal Privacy Track

1.04 (Th 11:00 am) Watching Your Employees - Emerging Personal Boundaries in the Workplace	2.04 (Th 1:15 pm) HR in Europe - Issues to Keep US Companies Awake at Night	3.01 (Th 2:30 pm) Case Study - How to Build Practical Privacy Into the Organization	3.04 (Th 2:30 pm) Case Study - Due Diligence Required for Safe Harbor Certification	4.04 (Fr 11:15 am) Practical Privacy for HR Professionals	5.03 (Fr 3:30 pm) Developing an International Privacy Infrastructure - Coordinating Global Privacy Efforts Within Your Company
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Financial Services/Insurance Track

1.05 (Th 11:00 am) Building Trust Through Ethical Business Practices	2.05 (Th 1:15 pm) Privacy For the Insurance Industry - Problems Today, Expectations for Tomorrow	3.05 (Th 2:30 pm) FCRA - What to Expect from Reauthorization	4.05 (Fr 11:15 am) Training Employees - Practical Solutions for Insurers and Financial Institutions
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Healthcare Track

1.06 (Th 11:00 am) Practical Strategies in Complying with the HIPAA Privacy Rule by April 14, 2003	2.06 (Th 1:15 pm) Practical Strategies in Complying with the HIPAA Security Rule	3.06 (Th 2:30 pm) Medical Research Issues and HIPAA	4.06 (Fr 11:15 am) Advanced HIPAA Compliance Strategies
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IMPLEMENTING & MANAGING PRIVACY IN A COMPLEX ENVIRONMENT

HOTEL ACCOMMODATIONS

Special rates of \$179 (plus tax) per single per night, and \$199 (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 Hilton Washington and mention the Privacy Summit to receive the reduced rate. Reservations will be accepted until February 3, 2003. After that cut-off date, reservations will be accepted on a space-available basis only.

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AIR TRAVEL DISCOUNTS - GET THERE FOR LESS!

The Summit has selected Stellar Access, Inc. (SAI) as the official event travel service. Now you can book your contracted discounts directly from the The Summit website! Use the efficient and unique Event Traveler (online

booking engine) powered by SAI! Visit the Summit website: www.privacyassociation.org.

Travel between Friday, February 21, 2003 - Wednesday, March 05, 2003 to receive the following discounts:

AMERICAN AIRLINES - Save 10% off lowest fares or 15% off unrestricted fares if purchased 30 days or more prior to departure. Save 5% off lowest fares or 10% off unrestricted fares if purchased within 30 days of departure. Zone fares may also be available. All rules and restrictions apply.

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Fax: 858-547-1711

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 Event #453-2147

Registration Form for the Third Annual Privacy & Data Security Summit

1: PLEASE COMPLETE THE FOLLOWING

NAME OF REGISTRANT _____

TITLE _____

NAME OF ORGANIZATION _____

Work Address or Home Address (List only preferred mailing address)

FIRST NAME AS IT WILL APPEAR ON YOUR BADGE _____

MAILING ADDRESS _____

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- II. Security for Privacy Professionals
- III. HIPAA for Employers Across All Industries
- IV. P3P Introduction and Practical Solutions Implementation

Conference Only (does not include Preconference):

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CONCURRENT SESSIONS —

Choose one for each time slot:

Thursday, February 27, 2003

11:00 a.m. CONCURRENT SESSIONS I

1.01 1.02 1.03 1.04 1.05 1.06

1:15 p.m. CONCURRENT SESSIONS II

2.01 2.02 2.03 2.04 2.05 2.06

3:45 p.m. CONCURRENT SESSIONS III

3.01 3.02 3.03 3.04 3.05 3.06

Friday, February 28, 2003

11:15 A.M. CONCURRENT SESSIONS IV

4.01 4.02 4.03 4.04 4.05 4.06

3:30 P.M. CONCURRENT SESSIONS V

5.01 5.02 5.03

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