

MANAGING PRIVACY COMPLIANCE

Enforcing sound practices, reducing vulnerabilities and mitigating risks

"Great Materials & Examples."

"Very knowledgeable, professional presenters."

"Benefited from the preparation of policy review."

who should attend

VPs

Directors & Managers responsible for:

- privacy compliance
- security
- IT & IS
- internal audit

General Counsel

Corporate Counsel & Senior In-House Counsel

Lawyers

Litigators

Consultants

participating organizations

Blake, Cassels & Graydon LLP

Canadian Tire Bank

Cassels, Brock & Blackwell LLP

Fraser Milner Casgrain LLP

Lang Michener LLP

George C. Eyre, Law Offices

MDS Inc.

TD Bank Financial Group

course highlights

- Best practices for designing and implementing a privacy compliance program
- The latest federal and provincial regulatory developments and enforcement priorities relating to privacy
- How to research, prepare and write a privacy impact assessment
- Strategies for minimizing the damage to reputation in the event of a breach
- Legal risks associated with employee surveillance and monitoring
- Conducting privacy compliance audits
- Minimizing privacy exposure in outsourcing relationships
- International privacy laws and their impact on business practices
- Privacy practices to prevent ID theft



Course Leader
David M.W. Young,
Lang Michener
LLP



Kristin Taylor,
Fraser Milner
Casgrain LLP



Francois Van
Vuuren,
Blake, Cassels
& Graydon LLP



Bernice Karn,
Cassels, Brock
& Blackwell
LLP



George C. Eyre,
George C. Eyre,
Law Offices



Debbie
Sabatino,
MDS Inc.



Robin Gould-
Soil,
TD Bank
Financial Group

as well as:

Jennifer I.
McDougall,
Canadian Tire
Bank

FACULTY

COURSE LEADER

DAVID M.W. YOUNG

David M.W. Young is a Partner and co-chair of the Privacy Law Group at Lang Michener LLP. His practice focuses on regulatory law with an emphasis on privacy, product regulation and organizational compliance. He advises on privacy law matters including security, compliance procedures and documentation, information audits, privacy policies, employee privacy, organizational procedures and practices, access to information and related regulatory matters in a variety of sectors.

KRISTIN TAYLOR

As a partner with Fraser Milner Casgrain LLP's Employment & Labour Group, Kristin Taylor provides practical and strategic advice to employers on a wide range of employment matters. This advice includes employee hiring, discipline and termination; severance packages; corporate restructuring; employment agreements and personnel policies; certification applications; privacy compliance; and employment standards and human rights issues.

CO-LECTURERS

FRANCOIS VAN VUUREN

Francois Van Vuuren is an Associate in Blake, Cassels & Graydon LLP's Information Technology and Intellectual Property Groups. His primary fields of practice relate to the IP aspects of a wide variety of corporate and commercial transactions.

BERNICE KARN

Bernice Karn is a partner in the Information, Communications & Entertainment Group at Cassels Brock, where she practises IP law, with an emphasis on technology, licensing and distribution issues. She acts for clients involved in software distribution, data management, outsourcing and data security. She also advises on privacy issues.

GEORGE C. EYRE

George C. Eyre has been well known in the I/T industry since 1988 when he was called to the bar. He is an ex-computer consultant who had ten years experience in the computer field with companies such as Bell Canada and IBM (New York) before returning to law school to become a computer lawyer.

DEBBIE SABATINO

Debbie Sabatino is Chief Privacy Officer (CPO) and Director of Ethics, Compliance and Enterprise Risk Management for MDS Inc. Debbie is an active member of the Conference Board of Canada Chief Privacy Officer Council, serves on the Council Advisory Board and also holds certification as an Information Privacy Professional through the International Association of Privacy Professionals. Her experience in privacy extends to health care, life sciences, employment and information management.

ROBIN GOULD-SOIL

Robin Gould-Soil, is the Chief Privacy Officer at TD Bank Financial Group, a position she has held since 2000. In this role, she is charged with overseeing the development and execution of the Bank's corporate privacy strategy as well as that of its insurance, securities and other subsidiaries in Canada.

JENNIFER I. MCDUGALL

Jennifer I. McDougall, Chief Compliance Officer, Canadian Tire Bank. Ms. McDougall obtained a Bachelor of Arts (Honours English) from the University of British Columbia. She received a Bachelor of Laws Degree in 1983 and a Masters of Laws Degree in Securities Law in 1998, both from Osgoode Hall Law School of York University. She was called to the British Columbia Bar in 1984 and to the Ontario Bar in 1987. Ms. McDougall practiced in the area of securities law for fifteen years.

COURSE PROGRAM

DESIGNING AND IMPLEMENTING A PRIVACY COMPLIANCE PROGRAM

A large and continually growing challenge for all businesses is the effective management of information and privacy compliance. Privacy compliance requires the effective implementation of sound privacy policy and practices. This session will provide an overview of what goes into creating and implementing a privacy compliance program that addresses business processes, systems and applications changes, training and education and other infrastructure and support requirements.

- Elements of an effective privacy compliance program
- Utilizing a systematic and structured approach to privacy compliance
- Supporting privacy policy with a governance framework, procedures and an ongoing plan to monitor its effectiveness
- Assembling a multidisciplinary privacy team
- Auditing your information handling practices
- Addressing all aspects of collection, use, disclosure, retention and destruction of personal information
- Establishing privacy policies

OVERVIEW OF PRIVACY LAW IN CANADA

The regulatory landscapes surrounding privacy is increasingly complex and continually evolving to address emerging issues. In order to put an effective program in place to avoid costly litigation and damage to corporate reputation, a thorough understanding of the current state of the law is required. This session will review privacy law in Canada, focusing on the latest regulatory developments and enforcement priorities.

- Recent findings by the Federal Privacy Commissioner
- PIPEDA and provincial privacy regime overview:
 - current state of the law
- The latest federal and provincial regulatory developments
- Enforcement priorities relating to privacy
- Enforcement and penalties
- Recent case law and the latest guidelines
- Ensuring privacy compliance in multiple jurisdictions

DEVELOPING A PRIVACY POLICY AND PRIVACY IMPACT ASSESSMENTS

One of the first and most important steps in implementing a successful privacy compliance program is the development of an effective privacy policy and conducting privacy impact assessments (PIA) in order to discover ways to mitigate or avoid privacy incidents. This session will provide tips for privacy policy development and implementation and the role that privacy impact assessments play.

- Different types of policies to consider: web site notices, internal corporate privacy policies and internal security standards
- How to research, prepare and write a privacy impact assessment
- Privacy concepts that should be addressed if and when you implement a PIA
- Developing policies and procedures that address internationally recognized principles of fair information practices

PRIVACY BREACH GUIDELINES: POST-BREACH BEST PRACTICES

A privacy breach can have disastrous impact on your business as well as your company's reputation. The seriousness of such an occurrence has led to the release by the Office of the Privacy Commissioner of a new set of guidelines for responding to a data breach. This session will examine what your responsibilities are in the event that your organization experiences a breach as well as post-breach best practices for mitigating any damage.

- Overview of the guidelines: understanding your obligations when a breach occurs
- Developing an action plan in anticipation of a data breach
- Breach containment practices
- Response and notification requirements
- Strategies for minimizing the damage to reputation in the event of a breach

EMPLOYEE AND WORKPLACE PRIVACY ISSUES

Privacy at the workplace is becoming a critical issue with the growing potential to monitor employees through the use of new technology, communications systems and internal reporting mechanisms. These developments are forcing companies to address both privacy law requirements and labour law considerations. As well, employers are collecting more personal information on employees than ever before - from pre-employment screening through daily management until termination. This session will address how to remain privacy compliant in the collection, use and disclosure of employee information in addition to other emerging workplace privacy issues.

- Compliant information gathering to investigate employee misconduct
- Creating an employee personal information management program: legal obligations with respect to document retention
- Legal risks associated with employee surveillance and monitoring
- Impact of technology: RFID, GPS, biometrics, voice recognition, health records, phone monitoring, text messaging, email, weblogs and internet use in the workplace

AUDITING YOUR PRIVACY COMPLIANCE PROGRAM

Now that the stakes in noncompliance have become so high, it is prudent for companies to undertake a privacy audit to ensure accountability for privacy management, compliance with privacy laws and standards and the promotion of best privacy practices. This session will examine the process to assess the effectiveness of your privacy compliance program and explore how an audit can be used as a primary tool for achieving privacy objectives.

- What self-assessment tools should you have in place?
- Performing "gap" analyses and self-assessments
- Best practices for conducting an internal audit
- Circumstances that could subject your company to an external audit
- Establishing key internal controls
- Determining the key risk areas

MAINTAINING PRIVACY COMPLIANCE WHEN OUTSOURCING

Companies continue to outsource a wide variety of functions to third-party service providers, thus exposing themselves to privacy risks

pertaining to shared information. What can be done to mitigate privacy concerns when outsourcing? This session will focus on best practices for managing privacy issue and safeguarding information when entering into outsourcing relationships with third parties.

- Minimizing privacy exposure in outsourcing relationships
- Best practices for remote information security
- Evaluating third party compliance
- Unique vulnerabilities of remote data
- Addressing data privacy and security protection in outsourcing service agreements

NEW TECHNOLOGIES AND STRATEGIES TO PROTECT CONSUMER PRIVACY

There are a host of new technologies and systems that can be used to achieve privacy compliance. This session will look at the latest tools and strategies that can be implemented to safeguard and protect confidential information and facilitate its authorized use and disclosure.

- Future landscape of information security technology
- Latest IT security concepts, technologies, methods and practices for data protection
- Cryptography and encryption
- Designing privacy protections into a system
- New access controls models
- The role and use of digital signatures and certification authorities
- Identifying and selecting appropriate authentication solutions

ADDRESSING INCREASING ONLINE PRIVACY CONCERNS

With the amount of business being done on the internet, it is critical to consider the unique privacy threats posed by online business activity, especially in response to the growth in online fraud and identity theft that is undermining public confidence in online commerce. This session will look at how you can best safeguard privacy online.

- Techniques being used to extract sensitive personal information
- Responding to the threat
- Practical and legal privacy issues raised by using the Internet
- Steps to take to protect your business and customers online
- Protecting yourself against phishing and pharming

ENSURING COMPLIANCE WITH INTERNATIONAL PRIVACY LAWS

Companies of all sizes are now engaging in global business and, in so doing, they must ensure that they are complying with all applicable international privacy and data protection regulations. This can be an arduous task with potentially devastating consequences if not carried out to proper standards. This session will look at how to achieve global privacy compliance.

- Potential dangers of overseas information sharing
- Overview of international privacy law and their impact on business practices
- Developments in international data protection laws
- Ensuring compliance across borders and multiple communication channels: reconciling conflicting laws
- Best practices for exchanging employee, supplier or customer personal data across borders

PRIVACY PRACTICES TO PREVENT ID THEFT

With the vast amount of personal information now being held by organizations, there is a growing concern in our society over the potential for identity theft and data breaches. Companies have a duty to adequately protect personal information from unauthorized uses and may be subject to penalties as well as to damages to reputation and customer trust if they fail to protect that data. This session will discuss how to protect your brand and customers from this growing threat.

- Legal implications of ID theft
- Best practices for preventing and minimizing the risk of ID theft
- Blocking and filtering technologies
- Indemnification and insurance
- Government initiatives
- Notification requirements in the event of a breach
- Implementation of effective authentication practices and processes

MULTIMEDIA PRESENTATIONS

Register for Managing Privacy Compliance and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 526 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Overview of Privacy Law in Canada

Wendy Gross,
McCarthy Tétrault LLP
Time: 117 Slides: 43

Privacy Practices to Prevent ID Theft

David M.W. Young,
Lang Michener LLP
Time: 56

Maintaining Privacy when Outsourcing

Francois van Vuuren,
Blake, Cassels & Graydon LLP
Time: 30 Slides: 23

Employee & Workplace Privacy Issues

Kristin Taylor,
Fraser Milner Casgrain LLP
Time: 72 Slides: 44

The Do Not Call List

George C. Eyre,
George C. Eyre, Law Offices
Time: 33 Slides: 53

Advanced Practices in Privacy Policy & Policy Notice

Terry McQuay,
Nymity Inc.
Time: 59 Slides: 28

Privacy Assessments and Audits

Michael Power,
Ontario Smart Systems for Health Agency
Time: 42 Slides: 14

Limits & Obligations on Commercial Uses of Health Information

Anita D. Fineberg,
IMS Health Canada
Time: 49 Slides: 27

Legal & Legislative Imperatives for Privacy Compliance: Latest Developments

Ayanna D.E. Ferdinand,
Trillium Health Center
Time: 33 Slides: 30

The Role of The Privacy Officer

Anne Lavigne,
Ottawa General Hospital
Time: 35

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to March 17, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to March 23, 2009

Phone: 1-800-363-0722

Toronto: (416) 665-6868

Fax: (416) 665-7733

TO REGISTER FOR MANAGING PRIVACY COMPLIANCE

Name _____
Title _____ Department _____
Approving Manager Name _____
Approving Manager Title _____
Organization _____
Address _____
City _____ Province _____ Postal Code _____
Telephone _____ Fax _____ e-mail _____
Please bill my credit card: AMEX VISA Mastercard
_____ Expiration date: ____ / ____
Signature : _____
Payment enclosed: Please invoice. PO Number: _____

WHEN CALLING, PLEASE MENTION PRIORITY CODE:

MPCT0903/E

MAIL COMPLETED FORM WITH PAYMENT TO:
Federated Press P.O. Box 4005, Station "A"
Toronto, Ontario M5W 2Z8

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
COURSE: \$1825
COURSE + PROCEEDINGS CD-ROM:
\$1825 + \$125 = \$1950
PROCEEDINGS CD-ROM: \$499
NOTE: Please add 5% GST to all prices.
Proceedings CD-ROM will be available 60 days after the course takes place
Enclose your cheque payable to Federated Press in the amount of:

GST Reg. # R101755163
PBN#101755163PG0001
For additional delegates please duplicate this form and follow the normal registration process