

Applicable toward CPD Requirement

November 19 & 20, 2013, Vancouver



**Course Leader**  
Eve C. Munro,  
Miller Thomson  
LLP



**Course Leader**  
Lorene A.  
Novakowski,  
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Martineau  
Dumoulin LLP



Ryan Berger,  
Bull, Housser &  
Tupper LLP



Sarah Bonner,  
BC Assessment

# 8<sup>th</sup> Managing Privacy Compliance

Enforcing sound practices, reducing vulnerabilities and mitigating risks

*Workshop Included: Addressing Social Media Privacy Risks: Positive and Negative*



Robert J. C.  
Deane,  
Borden Ladner  
Gervais LLP



Tamara L.  
Hunter,  
Davis LLP



Martin P.J.  
Kratz, Q.C.,  
Bennett Jones  
LLP



Drew McArthur,  
The McArthur  
Consulting  
Group



Larry Munn,  
Clark Wilson  
LLP



Melinda  
Russell,  
Coast Capital  
Savings

*"I'm starting out in Privacy within my overall Compliance role. I found this course gave me an excellent starting point of resources and things to consider."*

*"Information relevant & timely."*

*"Excellent mix of IT (security) & privacy presentations. Appreciated contractual considerations."*

**Two-Day Event!**

## participating organizations

BC Assessment  
Bennett Jones LLP  
Borden Ladner Gervais LLP  
Bull, Housser & Tupper LLP  
Clark Wilson LLP  
Coast Capital Savings  
Davis LLP  
Fasken Martineau Dumoulin LLP  
The McArthur Consulting Group  
Miller Thomson LLP

## who should attend

Vice Presidents, Directors & Managers responsible for: Privacy Compliance, Security, Internal Audit, IT & IS; General Counsels, Corporate & In-House Counsel, Lawyers, Consultants

## 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 prepare 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
- Minimizing privacy exposure in outsourcing relationships
- International privacy laws and their impact on business practices
- Privacy practices to prevent ID theft

# FACULTY

## COURSE LEADERS

### EVE C. MUNRO

Eve Munro is a Partner at **Miller Thomson LLP**. She practices in the areas of IP law, licensing, IT and privacy law and has an extensive background in business and commercial law. She has over 30 years of experience in acquiring, protecting, exploiting and enforcing IP rights and in managing privacy law compliance programs.

### LORENE A. NOVAKOWSKI

Lorene Novakowski is a Partner at in the Labour, Employment and Human Rights Groups at **Fasken Martineau Dumoulin LLP**. She leads the firm's regional Privacy Practice Group and is a member of the firm's national Practice Group on Privacy and Information Protection.

### SARAH BONNER

Sarah Bonner is the Senior Information and Privacy Analyst at **BC Assessment**, where she supports their information disclosure and protection of privacy program through the development and delivery of policies, standards and systems.

### ROBERT J. C. DEANE

Robert Deane, Partner, **Borden Ladner Gervais LLP**, is National Leader of the Firm's International Trade and Arbitration Group, as well as Vancouver Regional Leader of the Privacy & Access to Information Group and the Advertising, Marketing & Sponsorship Law Group.

### TAMARA L. HUNTER

Tamara Hunter is a Partner at **Davis LLP**. She is a member of the firm's Litigation Department and practises in the areas of administrative law, professional regulation law, freedom of information and privacy law and commercial litigation.

### MARTIN P.J. KRATZ, Q.C.

Martin Kratz, QC, is a Partner at **Bennett Jones LLP**. His practice is focused around IP and technology law, which includes substantive patent, copyright and trademark matters.

### DREW MCARTHUR

Drew McArthur is Principal with **The McArthur Consulting Group**. He was formerly VP Corporate Affairs and Chief Compliance Officer for TELUS Communications, accountable for the development and implementation of TELUS' privacy policy.

### LARRY MUNN

Larry Munn is a Partner at **Clark Wilson LLP** and Chair of the Privacy Law Group. His practice focuses on administrative and regulatory issues and complex litigation.

### MELINDA RUSSELL

Melinda Russell is the Senior Privacy Specialist for **Coast Capital Savings**. She has worked in the Financial Industry for 17 years prior to her career in Privacy.

## CO-LECTURERS

### RYAN BERGER

Ryan Berger is a Partner at **Bull, Houser & Tupper LLP**. He is the firm's Privacy Officer, Chair of the Privacy Compliance Practice and member of the Cloud Computing Group.

# COURSE PROGRAM

## LATEST DEVELOPMENTS IN PRIVACY LAW

In order to put into place an effective program to avoid exposure to liability and damage to corporate reputation, a thorough understanding of the current state of the law is required. This session will review privacy law in British Columbia and 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
- Latest federal and provincial regulatory developments
- Enforcement priorities relating to privacy: enforcement and penalties
- Recent case law and the latest guidelines

## DESIGNING AND IMPLEMENTING A PRIVACY COMPLIANCE PROGRAM

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 ongoing plan to monitor effectiveness
- Auditing your information handling practices
- Addressing all aspects of collection, use, disclosure, retention and destruction of personal information

## SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts including approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

# AV Proceedings

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

- *This program can be applied towards 9 of the 12 hours of annual Continuing Professional Development (CPD) required by the Law Society of Upper Canada. Please note that these CPD hours are not accredited for the New Member Requirement.*
- *For Alberta lawyers, consider including this course as a CPD learning activity in your mandatory annual Continuing Professional Development Plan as required by the Law Society of Alberta.*
- *Attendance at this course can be reported as 9 hours of Continuing Professional Development (CPD) to the Law Society of B.C.*
- *The Barreau du Québec automatically accredits training activities held outside the Province of Quebec and accredited by another Law Society which has adopted MCLE for its members*

# COURSE PROGRAM

## CONDUCTING PRIVACY IMPACT ASSESSMENTS

Developing a privacy impact assessment (PIA) framework is one of the first and most important steps in implementing a successful privacy compliance program. A sound PIA framework will ensure that organizations comply with their privacy protection responsibilities and identify and address privacy protection issues. This session will examine the role that PIAs play.

- Mitigate or reduce the risk of privacy incidents
- Support the organization's business objectives
- Implement practical techniques and formats for PIA templates
- Address privacy concepts during an initiative's early developmental stage
- Research, prepare and write a PIA
- Develop principles, frameworks and systems for responsible privacy protection

## PRIVACY BREACH GUIDELINES & PRACTICES

A privacy breach can have a disastrous impact on your business, as well as your company's reputation. This session will examine what your responsibilities are in the event that your organization experiences a privacy breach, as well as post-breach best practices for mitigating any damage.

- Breach containment practices
- Privacy breach notification requirements
- Strategies for minimizing the damage to reputation in the event of a breach
- Developing and implementing an action plan for managing a privacy breach
- Establishing effective communication procedures

## EMPLOYEE INFORMATION 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. 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.

- Creating an employee personal information management program
- Legal risks associated with employee surveillance and monitoring
- Impact of emerging technology
- Conducting compliant pre-employment screening
- Compliant information gathering to investigate employee misconduct

## 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. 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: third party audits
- Unique vulnerabilities of remote data
- Addressing privacy and security in outsourcing service agreements

## 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. This session will discuss how to protect your brand and customers from this growing threat.

- How identity theft most commonly happens
- Legal implications of ID theft
- Best practices for preventing and minimizing the risk of ID theft
- Notification requirements in the event of a breach
- Indemnification and insurance

## 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 session will look at how to achieve global privacy compliance.

- 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

## PRIVACY AND COMPLIANCE IN CLOUD COMPUTING

There has been a good deal of buzz around cloud computing as businesses explore new ways of taking advantage of this technology. In order to determine if the cloud is right for you and your organization, you need to better understanding the cloud environment and its privacy implications. This presentation will help attendees make informed decisions about migrating to the cloud.

- Clarifying what the cloud really is
- Identifying potential privacy risks associated with cloud utilization
- A practical approach to managing risks associated with the cloud

## WORKSHOP

### ADDRESSING SOCIAL MEDIA PRIVACY RISKS: POSITIVE AND NEGATIVE

Without a strategy and supporting practices to take advantage of social media to increase customer engagement and employee commitment, there is an increased risk of unauthorized disclosures of sensitive information. This workshop will examine the privacy opportunities and risks in social media and taking appropriate measures to minimize exposure to liability related to personal data collection, use and maintenance.

- Recent developments in the area of privacy impacting social media
- Emerging issues on breaches of privacy and confidentiality
- Privacy issues regarding Facebook, Twitter and other popular sites
- Risks of misuse of personal data shared online
- Securing personal information on social media sites

# MULTIMEDIA

Your registration includes an interactive multimedia CD-ROM comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio and accompanying slides.

For an additional \$175 to the registration fee, you can receive the multimedia proceedings of this course on CD-ROM, containing all presentations given at this event. If not registered for the event, the cost of this CD, is \$599.

To receive the presentations described below as well as the presentations given at the event, the cost is \$799.00.

## Designing and Implementing a Privacy Compliance Program

David Young  
Lang Michener LLP

## Preventing & Detecting Identity Theft

John Russo  
Equifax Canada Inc.

## Privacy Breach Guidelines and Practices

Carol Yee  
BMO Financial Group

## Employee and Workplace Privacy Issues

Howard Simkevitz  
Bell Canada

## Maintaining Privacy Compliance When Outsourcing

Mark J. McCans  
Blake, Cassels & Graydon LLP

## Implementing a Comprehensive Privacy Program at Symcor

Della Shea  
Symcor Inc.

## What to Expect When (not if) You Get a Privacy Complaint

John Wunderlich  
John Wunderlich & Associates

## Privacy Compliance and Social Networking

Fazila Nurani  
PrivaTech Consulting

## Privacy Impact Assessments & Privacy Policy and Procedures

Laura Davison  
Deloitte Management Services LLP

## Auditing Your Privacy Compliance Program

Sharon Tai-Young  
Markham Stouffville Hospital

## E-Commerce Technical, Security & Privacy Issues

George C. Eyre  
George C. Eyre, Law Offices

## Privacy Policy & Practices: Best Strategies From Start to Finish

Fariba Anderson  
Ontario Lottery & Gaming Corporation (OLG)

## Overview of Privacy Law in Canada

Maureen Murphy  
Gowling Lafleur Henderson LLP

## Privacy Breach Guidelines & Practices

David M.W. Young  
Lang Michener LLP

## Privacy & Social Media: What Employers Need to Know

Curtis McDonnell  
vpi Inc.

## Privacy Practices to Prevent ID Theft

David M.W. Young  
Lang Michener LLP

## Addressing Online Privacy Concerns

Nicole Kutlesa  
Osler, Hoskin & Harcourt LLP

## Privacy policy & privacy impact assessments

Tracy Ann Kosa  
Ministry of Government Services

## Social Media in the Wired Unionized Workplace: Privacy Considerations and Implications

Michael F. Horvat  
Ogilvy Renault LLP

## Privacy Risks: Privacy Infringements and Security Breaches

Alan M. Gahtan  
Gahtan Law Office

## Privacy & Confidentiality in Cloud Computing

David B. Elder  
Stikeman Elliott LLP

## Liability for Privacy Breaches

Jill Dougherty  
WeirFoulds LLP

## Protecting Privacy When Data is Used in Testing & Training

Della Shea  
Symcor Inc.

## Privacy Compliance Tools & Methodologies

Mike Gurski  
Bell Security Solutions Inc.

## The Evolving Role of the Privacy Officer

Claudiu Popa  
Informatica Corporation

**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 Vancouver, 645 Howe Street, Vancouver, BC, V6C 2Y9

**Conditions:** Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

**Time:** This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

**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 November 5, 2013. No refunds will be issued after this date.

**Discounts:** Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to November 12, 2013

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| TO REGISTER FOR MANAGING PRIVACY COMPLIANCE   |  | REGISTRATION COSTS  |
|---|--|---|
| Name _____  |  | NUMBER OF PARTICIPANTS: <input type="text"/>  |
| Title _____ Department _____  |  | COURSE: \$1975  |
| Approving Manager Name _____  |  | COURSE + PROCEEDINGS CD-ROM:<br>\$1975 + \$175 = \$2150   |
| Approving Manager Title _____   |  | PROCEEDINGS CD-ROM: \$599   |
| Organization _____  |  | PROCEEDINGS plus multimedia presentations:<br>\$799   |
| Address _____   |  | NOTE: Please add 13% HST to all prices.   |
| City _____ Province _____ Postal Code _____   |  | Proceedings CD-ROM will be available 30 days<br>after the course takes place                      |
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| Payment enclosed: <input type="checkbox"/> Please invoice. PO Number: _____   |  | For additional delegates please duplicate this form<br>and follow the normal registration process |
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