

DOING BUSINESS IN THE EU? DO YOU KNOW ABOUT DATA PROTECTION REQUIREMENTS? COME FIND OUT!

Thursday, May 11, 2006; 9:00 a.m. - noon

Location:

Millennium Biltmore Hotel Los Angeles
506 South Grand Avenue
Los Angeles, CA 90071-2607

Sponsored By:

- Hogan and Hartson L.L.P.
- The United States Department of Commerce
- The Los Angeles Area Chamber of Commerce

Register:

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Julianne Hennessy (310/235-7206 Julianne.Hennessy@mail.doc.gov)

Do not miss this important seminar if your organization receives personally identifiable information from the European Union!

Data is the currency of the digital economy. If you're selling on the Internet or have employees in the European Union (EU), you need to be aware of the EU Directive on Data Protection that went into effect in October 1998 and, under certain circumstances, prohibits the transfer of personal data to non-EU nations that do not meet the EU "adequacy" standard for privacy protection. The United States, on the other hand, has taken a largely sector-specific approach that relies on a mix of legislation, regulation, and self-regulation to protect privacy related to data transmission.

In order to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to comply with the Directive, the U.S. Department of Commerce in consultation with the European Commission, developed the Safe Harbor framework. The framework, put into effect in November 2000, is an important way for U.S. companies to avoid experiencing interruptions in business dealings with companies in the EU or adverse action by EU authorities.

Attendees will learn about the following:

- The requirements of the European Union Directive on Data Protection
- The benefits of being a "self-certified" company under the U.S.-EU Safe Harbor framework; what the Safe Harbor principles require; and how to self-certify.
- Other alternatives for meeting the EU Directive's "adequacy" requirement.
- Private Sector perspectives on managing EU privacy requirements.
- Resources available for U.S. companies to develop privacy policies, verification systems, and dispute resolution mechanisms.

AGENDA FOR EUROPEAN UNION DATA PRIVACY REQUIREMENTS WORKSHOP

Los Angeles, CA

May 11, 2006

- 9:00 a.m. – 9:10 a.m. Introduction of Topic/Speakers
Los Angeles Area Chamber of Commerce
- 9:10 a.m. – 9:45 a.m. The United States and European Union Approaches to Data Privacy
Tracy B. Gray, Partner, Hogan & Hartson LLP
- 9:45 a.m. – 10:15 a.m. Alternatives for Compliance with the EU Directive on Data Protection: The Safe Harbor and Other Options
Shannon Ballard, Senior Analyst, U.S. Department of Commerce, Washington, DC
- 10:15 a.m. – 10:30 a.m. Break
- 10:30 a.m. – 11:00 a.m. The Role of Privacy Seals, Alternative Dispute Resolution Mechanisms and Verification/Audit Programs for Helping to Achieve Compliance with Data Privacy Requirements
Fran Maier, President and Executive Director, TRUSTe, San Francisco, CA
- 11:00 a.m. - 11:45 a.m. Global Perspective on Managing International Data Flows: The Safe Harbor, Codes of Conduct, Model Contracts and Beyond
Jonathan Avila, Vice President -- Counsel, Chief Privacy Legal Officer, The Walt Disney Company, Burbank, CA
Others TBD
- 11:45 a.m. – 12:00 p.m. Questions and Answers
All Panelists