



“Very well conducted. One of the best courses I’ve attended.”

PAUL BUNCE, MINISTRY OF DEFENCE

PUBLIC OR IN-HOUSE COURSES

- ▶ **Introduction to Data Protection**
London – November 30th, 2011
London – May 16th, 2012
- ▶ **Data Protection Auditing: Making the Information Commissioner’s Audit Manual Work for You**
London – December 13th/14th, 2011
London – May 22nd/23rd, 2012

IN-HOUSE ONLY COURSES

- ▶ **Data Protection & Marketing**
- ▶ **Data Protection & Subject Access Requests**
- ▶ **Data Protection for Health Staff**
- ▶ **Information Governance for Social Care Staff**

PL&B AUDIT SERVICES

Privacy Laws & Business has an experienced audit team which also conducts gap analyses for public and private sector clients. For more information, please contact us by e-mail at: info@privacylaws.com



PL&B Newsletters
See back page for details

Data Protection Training Courses

Public Workshops or In-House Training

Register for our events and get more information at
www.privacylaws.com

PL&B Client companies include:

25 of the Global Top 50, 24 of Europe’s Top 50,
25 of the UK Top 50 in the *Financial Times* lists;
10 of the Global Top 20 in the *Fortune* lists;
17 of the UK’s Top 20 law firms in the UK Legal 500.

LAW SOCIETY CPD HOURS

INTERNATIONAL & UK newsletters

The Essential Information Source for Privacy Law Compliance

SUBSCRIPTION PRICES
UK Newsletter £299
International Newsletter £395
Combined Subscription £625

Subscription Package

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Six issues of each newsletter are published annually. A subscription comes with the following benefits:

E-Mail Updates

Keeping you regularly informed of the latest developments in data protection and privacy issues worldwide, and the UK Freedom of Information Act.

Helpline Enquiry Service

Contact the *Privacy Laws & Business* team with questions such as the current status of data protection legislation worldwide, and sources for specific issues and texts.

Newsletter Index

The cumulative country, subject and company index is updated on the *Privacy Laws & Business* website after the publication of each newsletter.

Web-Enabled PDF Version

The newsletters are available in both paper and PDF formats. The PDF version is web-enabled to allow you to click from web addresses to websites and has hyperlinks from the contents on the front page to the page where the report begins. This version arrives in your email inbox on publication day.

Enterprise Licence Fee

An enterprise licence allows you to upload the PDF newsletters onto your Intranet, to get the PDF's emailed to all the relevant people within your organisation and to receive up to 10 printed copies.

Subscribers in 30+ countries include:

- American Express
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- Microsoft
- Merrill Lynch
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- Sony Corporation
- Western Union
- Walt Disney Company
- Data Protection Commissioners
- Foreign & Commonwealth Office
- Ministry of Justice
- Other Public Sector Agencies

FREE NEWS SERVICE

To introduce you to the PL&B Newsletters, you can obtain:

1. Free sample newsletters (International and/or UK)
2. Free E-Mail Updates:

visit: www.privacylaws.com/enews

PRIVACY INCIDENTS can leave organisations in breach of the law and can even result in criminal liability for senior management and employees. Bad publicity can seriously damage your organisation's brand and inevitably its bottom line.

Can your organisation really afford not to understand its legal requirements? Consumers are becoming increasingly aware of their privacy rights and are willing to exercise them against organisations that fail to safeguard their personal data properly.

Privacy Laws & Business has been providing data protection publications, conferences, advice and consultancy since 1987. It has become the comprehensive information source for privacy and data protection managers and lawyers.

Through a mixture of corporate case studies, legal analysis and advice, the *Privacy Laws & Business* newsletters:

- ▶ Show you where organisations have gone wrong, and how to go about correcting any problems
- ▶ Help your organisation benchmark its compliance practices and discover new ways of improving your procedures
- ▶ Provide you with expert comment from leading privacy consultants, managers, lawyers, and regulators.

Breaking news and developments are gathered together in one valuable resource, leaving you free to improve compliance, boost customer trust, and protect your organisation's reputation.

Newsletter Editors:

Editor – Laura Linkomies laura.linkomies@privacylaws.com

Legal Editor – James Michael james.michael@privacylaws.com



DATA PROTECTION TRAINING

Public Workshops or In-House Training

WHO SHOULD ATTEND

- ▶ Data Protection Officers & Staff
- ▶ Information Systems Managers
- ▶ Data Security & Database Managers
- ▶ Records Managers
- ▶ Human Resources Staff
- ▶ Health & Social Care Staff
- ▶ Caldicott Guardians
- ▶ Marketing Staff
- ▶ Staff & Managers needing a refresher course

Public Workshop or In-House Training?

All courses are available as a public workshop or in-house training, the choice is yours. Numbers are strictly limited.

The advantage of attending a public workshop along with staff from other organisations is that you will learn from each other's experience dealing with both problems and solutions. Sharing experiences can help put your own data protection dilemmas into perspective!

The advantage of an in-house session is that you can either work with our case studies or we can use your own data protection policies as part of the course material. *Privacy Laws & Business* has successfully run in-house courses for financial institutions, data protection regulators, the police and government departments.

"I really enjoyed the course, thought it was very relevant, found it immensely helpful."

**ANDREA HOWROYD,
CHARTERHOUSE SERVICES**

"The workshop more than fulfilled its objectives. I gained a lot of useful procedural advice and tips."

**HELEN RYAN,
CRIMINAL RECORDS BUREAU**

"Learnt a lot – much work to do!"

CLIVE LONGHURST, ABI

"It has provided a simple to understand method by which I can apply DPA principles to use in my organisation."

**NICK POUYIOUKKAS,
MINISTRY OF DEFENCE**

PRIVACY LAWS & BUSINESS has developed a series of data protection training workshops tailored to the requirements of those dealing with data in different contexts. If your job involves the collection and use of personal data, then it is vital that you understand the implications of this legislation and how it has an impact on your individual responsibilities, as well as throughout your organisation.

By attending one of these courses, your organisation will lay the foundation for achieving a defensible position in the event of a complaint and a subsequent investigation by the Information Commissioner.

Numbers are limited to enable the group to divide into smaller groups for practical and scenario sessions, and also to give an opportunity to raise individual questions.



VALERIE TAYLOR

Valerie Taylor is a PL&B consultant who works with clients to assess their data protection compliance needs and is a contributor to the *PL&B UK Newsletter*. A qualified solicitor, she trained at the international law firm Clifford Chance and went on to lead a team of lawyers at Royal Mail Group plc where she was the principal data protection adviser. Valerie has worked as an independent data protection consultant for nearly 10 years and has significant experience of working with clients in all sectors. She is also an accredited tutor for the ISEB Certificates in DPA and FoI.



STUART LYNCH

Stuart Lynch is a PL&B consultant who provides policies and procedures, training and consultancy on the Data Protection Act, information privacy, and the Freedom of Information Act. He holds ISEB Certificates in FoI and Data Protection for which he is an accredited course director and tutor. He was DPA Officer for Wirral Borough Council for over 10 years and he specialises in the data protection/ human rights issues around the sharing of personal data between public authorities. Stuart chaired the North-West Data Protection Group 1995-2004 and served as the Deputy Chair then Secretary of the Data Protection Forum (2005-2009).

Attendees on all Courses receive a Certificate of Participation

Contact the *PL&B* office if you would like a course on a specific subject, for example, Data Protection Act aspects of employee monitoring; or how to use the Freedom of Information Act to obtain information to fulfil your business needs.

Introduction to Data Protection

London – November 30th, 2011; London – May 16th, 2012

This workshop is aimed at anyone who requires a basic course explaining the fundamentals of the *Data Protection Act 1998*. It will provide the skills to understand the implications of the 8 data protection principles, develop procedures to legally process data (including sensitive data) and assess an organisation's data collection processes. It will help organisations recognise and deal with straightforward subject access requests and data protection complaints and how to notify the Information Commissioner.

In-House Only Courses

Data Protection & Marketing

This workshop focuses on the collection and use of personal information for direct marketing purposes. The course will look at the legislation and also guidance from the Information Commissioner on marketing using different media, such as post, telephone, email and text messages. Business-to-business marketing will be covered, as well as consumer marketing. Using practical examples, you will learn how to inform customers about their marketing choices and collect valid consents, and the course will put this into context with your general data protection responsibilities.

Data Protection & Subject Access Requests

This workshop concentrates on the issues faced by organisations when dealing with subject access requests. The course will look at the implications of the *Durant* decision, how to handle the disclosure of third party data and when to apply exemptions. There will be an opportunity to put your knowledge into practice, in a series of case studies. This course is ideal for data protection or personnel officers and others dealing with subject access requests. Some knowledge of Data Protection will be assumed.

Data Protection for Health Staff

This workshop is designed for staff working in NHS Trusts and other Health organisations. The course will include the relationship between the *Data Protection Act 1998* and issues specific to the health sector, such as the *NHS Confidentiality Code of Practice*, access to medical records, and the broader requirements of the *Information Governance* regime. Delegates will participate in a discussion of issues relating to the handling of information about patients, illustrated by specific scenarios to highlight potential problems and their successful resolution.

Information Governance for Social Care Staff

This workshop links the development of joint working between local authorities and health and other agencies in the provision of Social Care services with the requirements of the *Data Protection Act 1998* and its related legislation. The course incorporates practical matters for staff in both Adult and Children Services, and includes discussion sessions where delegates can consider scenarios typical of issues which they have to deal with on a daily basis.

Previous Training Course participants include:

- American Express
- AXA PP Healthcare Group
- Bank of Ireland Mortgages
- Barclaycard
- BDO Stoy Hayward
- British Nuclear Fuels
- Charterhouse Group International
- Cooperative Bank
- Criminal Records Bureau
- Department for Work & Pensions
- Disability Rights Commission
- DWP Jobcentre Plus
- Ernst & Young
- First Trust Bank
- Foreign & Commonwealth Office
- Greater Manchester Police
- Hereford & Worcester Ambulance Service NHS Trust
- HFC Bank
- Highways Agency
- House of Commons Library
- Inland Revenue
- Institute of Occupational Medicine
- Jupiter Asset Management
- Lex Vehicle Leasing
- Life Insurance Association
- Lloyds TSB
- MBNA Europe Bank
- McLaren Cars
- Metropolitan Police
- Ministry of Defence
- National Consumer Council
- Norwich Union Insurance
- Office for National Statistics
- Office of Fair Trading
- Open University
- Oracle
- Orange
- Ordnance Survey
- The Prison Service
- Rolls-Royce
- Royal Borough of Kensington & Chelsea
- Royal Mail
- Royal National Lifeboat Institution
- Scottish Legal Aid Board
- Scottish Widows
- Standard Life
- The Royal Bank of Scotland
- Unilever
- University of Cambridge
- Vauxhall Motors
- Virgin Atlantic
- Vodafone
- West Bromwich Building Society
- Yell
- Yorkshire Building Society

PRACTICAL SESSIONS

Throughout the workshop you will be given opportunities to try out your auditing skills. These interactive and practical sessions include:

Audit Planning *including:*

- ▶ Risk Assessments and Scheduling
- ▶ Setting up the Audit

Practical Auditing *including:*

- ▶ Documentation Review
- ▶ Designing Questionnaires and Checklists

Conducting an Audit *including:*

- ▶ One to One Interviews
- ▶ Staff Focus Groups

Audit Reporting *including:*

- ▶ Reporting on the Document Review
- ▶ Compliance Audit Reports

“Excellent. Valerie was extremely professional, knowledgeable and experienced. She created a learning environment that was interesting and fun.”

KATHY NEEDHAM, RNAS, YEOVILTON

“A pragmatic and methodical approach... excellent case study material.”

ANDREW WINLAW, INTAPPS

“The role profile exercises and the practice one-to-one interview were particularly good for making the workshop both interesting and relevant.”

NATASHA CARR, DIAGEO

“Nice that it was a smaller group, better interaction. I now have a good overview of the overall audit process.”

JULIE GALE, AEGON UK

“Worthwhile – made sense of the audit procedure and methodology.”

STEVE MILLER, ORANGE PCS

DATA PROTECTION AUDIT TRAINING

Making the Information Commissioner's Audit Manual Work for You
Public Workshops or In-House Training

THE FIRST STEP in achieving compliance with the Data Protection Act is to understand what really goes on in your organisation. How is personal information collected? What are customers, clients, suppliers and staff told about how their information will be used? Where is this information stored and how is it protected? These are some of the questions you will need to ask to get a real picture of the level of compliance in your organisation.

This course is designed to give you the tools you need to carry out data protection audits as part of your internal compliance programme. The Information Commissioner's 'Guide to Data Protection Auditing' provides a detailed methodology for anyone wishing to embark on a data protection audit. In this workshop we will use the Commissioner's Audit Manual as a framework to help you design an audit process that suits your organisation.

AIMS OF THE WORKSHOPS

This two day workshop is aimed at anyone who needs to carry out data protection audits in their own organisation or who wishes to audit third party service providers. It will provide you with the skills to plan and conduct audits in a systematic manner, whether you are looking at a process (such as recruitment), a department (such as marketing) or the entire organisation.

What You Will Learn

The workshop will focus on how to use the Information Commissioner's Audit Manual to design your own audit programme and materials. We will cover the following areas:

- ▶ How to plan for a data protection audit, including carrying out a risk assessment to determine which parts of your organisation should be audited and when
- ▶ What is involved in an Adequacy Audit and how to review data protection documentation
- ▶ The pros and cons of using the Audit Manual checklists or designing your own
- ▶ Basic auditing techniques, including the opportunity to take part in an audit using case study materials
- ▶ Reporting format

During the workshop there will be an opportunity to design a set of audit questions covering a topic of mutual interest to the participants (such as consumer marketing, working with suppliers or staff monitoring). Each participant will also receive a comprehensive recruitment audit checklist at the end of the workshop.

London – December 13th/14th, 2011; London – May 22nd/23rd, 2012

BASIC DATA PROTECTION ACT KNOWLEDGE REQUIRED

This two day training course is designed for Data Protection Managers and others who are familiar with data protection and privacy issues but who have little experience of practical auditing. If you are not familiar with the Data Protection Act, then we recommend that you first attend one of *Privacy Laws & Business*' workshops: Introduction to Data Protection. Further details can be found in this programme.

About Privacy Laws & Business

Privacy Laws & Business successfully helping organisations to integrate data protection and privacy law into good business practice since 1987.

Privacy Laws & Business provides an independent privacy laws information service to many of the world's largest companies, specialist lawyers and has clients in over 45 countries. In the UK, the company provides services to help its private and public sector clients comply with both the Data Protection Act and the Freedom of Information Act. We show management why and how a positive response to the issues underlying privacy laws provides not only a competitive advantage, and a way of building and sustaining customer trust, but also a driver of their business strategy.

Training Course Dates:

- ▶ **Introduction to Data Protection**
London – November 11th, 2011
London – May 16th, 2012
- ▶ **Data Protection Auditing:
Making the Information Commissioner's
Audit Manual Work for You**
London – December 13th/14th, 2011
London – May 22nd/23rd, 2012

For further information about Public or In-House Courses contact Glenn Daif-Burns
glenn.daif-burns@privacylaws.com

TRAINING COURSES REGISTRATION FORM

Personal Details

Name:

Position:

Organisation:

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Postcode:

Tel:

Fax:

VAT Registration No:

E-Mail:

Workshop Choices

(Please tick your choices and delete as appropriate)
15% discount per additional participant from your organisation

Introduction to Data Protection £400 + VAT

- London – November 30th, 2011
- London – May 16th, 2012

Data Protection Auditing £950 + VAT

- London – December 13th/14th, 2011
- London – May 22nd/23rd, 2012

Newsletter Subscriptions

(Please tick your choices and delete as appropriate)

- Print** **PDF** (VAT Number required for EU countries)
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- Special academic rate – 50% discount on all prices below
- PL&B UK Subscription £299 GBP**
- PL&B International Subscription £395 GBP**
- International/UK Combined Subscription £625 GBP**

Payment Options

To secure your registration, you must either make your *payment* or send a *purchase order* 10 days before the event. Until we receive either, your registration is not guaranteed.

If you cancel your registration in writing at least 21 days before an event, you must pay a £100 (plus VAT) cancellation fee or transfer your registration to a future PL&B event. After that date, no refunds will be made. VAT No.: 505 3809 59.

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Please return this form to: Workshop Coordinator, Privacy Laws & Business, 2nd Floor, Monument House, 215 Marsh Road, Pinner, Middlesex HA5 5NE, United Kingdom. e-mail: info@privacylaws.com Tel: +44 (0)20 8868 9200 Fax: +44 (0)20 8868 5215