

Twin Cities Privacy Retreat 2010

Friday, February 26th – Travelers Headquarters, St. Paul, MN

8:00	Breakfast / Social							
8:30	Introduction – Travelers Privacy & Security Team							
8:45	Inside FTC and State actions on privacy. Mit Spears – partner at Washington, DC-based Ropes & Gray and former general counsel to the FTC – will give a behind-the-scenes view of how the Federal Trade Commission and State attorneys general handle privacy- enforcement actions, and how private litigation can affect corporate decisionmaking.						Jackson Room	IAPP Exams (CC13)
9:45	Privacy update from Washington. Stu Ingis – partner at Washington, DC-based Venable – will bring us up to date on privacy developments in the nations’ capitol, including legislation in Congress and HITECH rulemaking at HHS. Ingis will also highlight key court cases across the country shaping our understanding of corporate privacy requirements.							
10:45	Break / Social							
11:00	Panel: Privacy and direct marketing in non-Western societies. Panelists from China (Tao Wen, Feifei Zuo), India (Soham Banerji), and Tanzania (Samsoni Abraham) will explain how different concepts of the individual and privacy impact thinking in their countries about direct marketing and compliance with Western privacy laws.							
12:00	Lunch / Social							
	Privacy Law (Jackson)	Healthcare Privacy (CC12)	Retail Privacy (CC12A)	Privacy Compliance (CC13)	Information Security (CC2)	Government & Academia Privacy (CC3)	Privacy 101 (CC4)	
1:00	Data breach 2010: recent legal developments and incident investigation and litigation	What is a business associate?	Online behavioral advertising: case study of Best Buy’s Christmas 2009 campaign	Privacy compliance in Canada	Decision-based security metrics	What corporations & nonprofits need to know about the Minnesota Data Practices Act	Identity management for privacy pros	
1:30							Logging & monitoring for privacy pros	
2:00	Break / Social (breakout rooms & Jackson room)							
2:30	Legal and regulatory issues in social media	HIPAA, HITECH, and metrics -- Are we there yet?	Privacy policies 2.0	ID theft red flags: not just for financial institutions	Beyond compliance: when PCI is not enough	Cloud.edu: privacy considerations for outsourcing e-mail accounts	Records management for privacy pros	
3:00							Enterprise risk management for privacy pros	
3:30	Coffee / Social (Jackson Room)							
4:00	Closing Remarks / 2010 Schedule (Jackson Room)							

Afternoon Breakout Sessions: 1pm

Data Breach 2010: recent legal developments and incident investigation and litigation.

What are the recent legal developments in the evolving area of data breach response? How do attorneys now handle data breaches and any ensuing investigation and litigation? Melissa Krasnow, a corporate partner at Dorsey & Whitney, will provide an overview of recent changes in privacy law and what to expect in 2010. J David Jackson, a partner and trial attorney at Dorsey, will bring attendees behind the scenes of a recent major data breach and how it was investigated and litigated. Attendees will be encouraged to share their own lessons learned.

What is a business associate? Ann Ladd, shareholder at Fredrickson & Byron, and Grant Peterson, president of DGPeterson LLC, will detail the criteria of determining who is a BA by using examples of what type of organization would clearly be one, would clearly not be one, and may fall in a gray area, with a focus on compliance with new breach-notification requirements and how they will impact relations between BAs and Covered Entities.

Online behavioral advertising: case study of Best Buy's Christmas 2009 campaign. Congress and the FTC have heightened their scrutiny of OBA, a key marketing approach of online retailers. Brad Bolin, senior corporate counsel at Best Buy, will explain OBA, why it has the FTC's attention, and how Best Buy implemented a recent marketing campaign to address some of the emerging FTC requirements.

Privacy compliance in Canada. Ottawa-based Kris Klein of the Law Office of Kris Klein will overview the privacy regulatory landscape in Canada at the federal and provincial levels, addressing health privacy, data-breach notification, crossborder dataflow restrictions, and other unique aspects about doing business in Canada.

Decision-based security metrics. Yan Kravchenko, security team lead at NetSPI, will select a security domain and walk through a process of developing three different types of metrics that together can answer stakeholder questions about that status of information security.

What corporations & nonprofits need to know about the Minnesota Data Practices Act. Laurie Kropuenske-Beyer, director at the State's Information Policy Analysis Division, and Betsy Hayes, director in the materials management division, will give an overview of the Act that governs data practices within the State. She will focus on what this means for businesses that have contracts with the State, including what employee and business data they may be required to disclose, and what obligations the State has to either protect or make publicly available that information.

Identity management for privacy pros. Mary Frantz, founder of eKp LLC, will provide an overview of identity management for individuals with little or no IT background. She will explain the common definition of IDM as well as related technologies and concepts such as directories, LDAP, authentication versus authorization, provisioning, credentials, and privileged access. Attendees will leave equipped with questions to ask their IT counterparts about their IDM system.

Logging and monitoring for privacy pros. John Valente, chief information security officer at Best Buy, will explain the concepts and technologies around this PCI requirement and describe his organization's success at achieving centralized log-and-event management.

Afternoon Breakout Sessions: 2:30pm

Legal and regulatory issues in social media. Two attorneys from Faegre & Benson -- Leita Walker, an associate in intellectual property, and Jennifer Will, a special counsel in employment law -- will address: how to protect yourself through contract against liability for user-generated content posted to your company's social-network sites; how to market through third-party sites using paid bloggers and employee endorsements on your Facebook fan site; and how to use social media to investigate recruits and monitor employee activity. **HIPAA, HITECH, & Metrics – Are we there yet?** For professionals working to understand and implement the new HIPAA/HITECH requirements, metrics are critical to measure and demonstrate success in achieving compliance and delivering true privacy protection for the populations they serve. Ken Mortensen, chief privacy officer of Boston Scientific; and Josh Weiland, manager at Ernst & Young, will lead participants to collaboratively to modify and enhance a strawman set of key HIPAA and HITECH metrics.

Privacy Policies 2.0. Many, including the new Chairman of the FTC, are suggesting that the traditional multi-page privacy policy written by attorneys has outlived its usefulness. Ann Teynor, senior corporate counsel at Target, and Sara Wood, director of enterprise privacy at Best Buy, will facilitate discussion on what other formats – such as short-form notices and dynamic content -- a privacy policy can take to enable meaningful consumer choice.

ID theft red flags: not just for financial institutions. The FTC and financial regulators in 2007 issued final rules requiring any company that extends credit to consumers to maintain an ID theft red-flags program. In this tutorial session, Stephanie Rustad, VP and CPO, and Patrick Cox, VP and group counsel at Ameriprise will explain the rules, list types of covered accounts you might not be aware of, and describe the documents and processes you'll need to have to satisfy the regulators. Rustad and Cox will also advise on compliance approaches toward vendors that need to be part of your red-flags program.

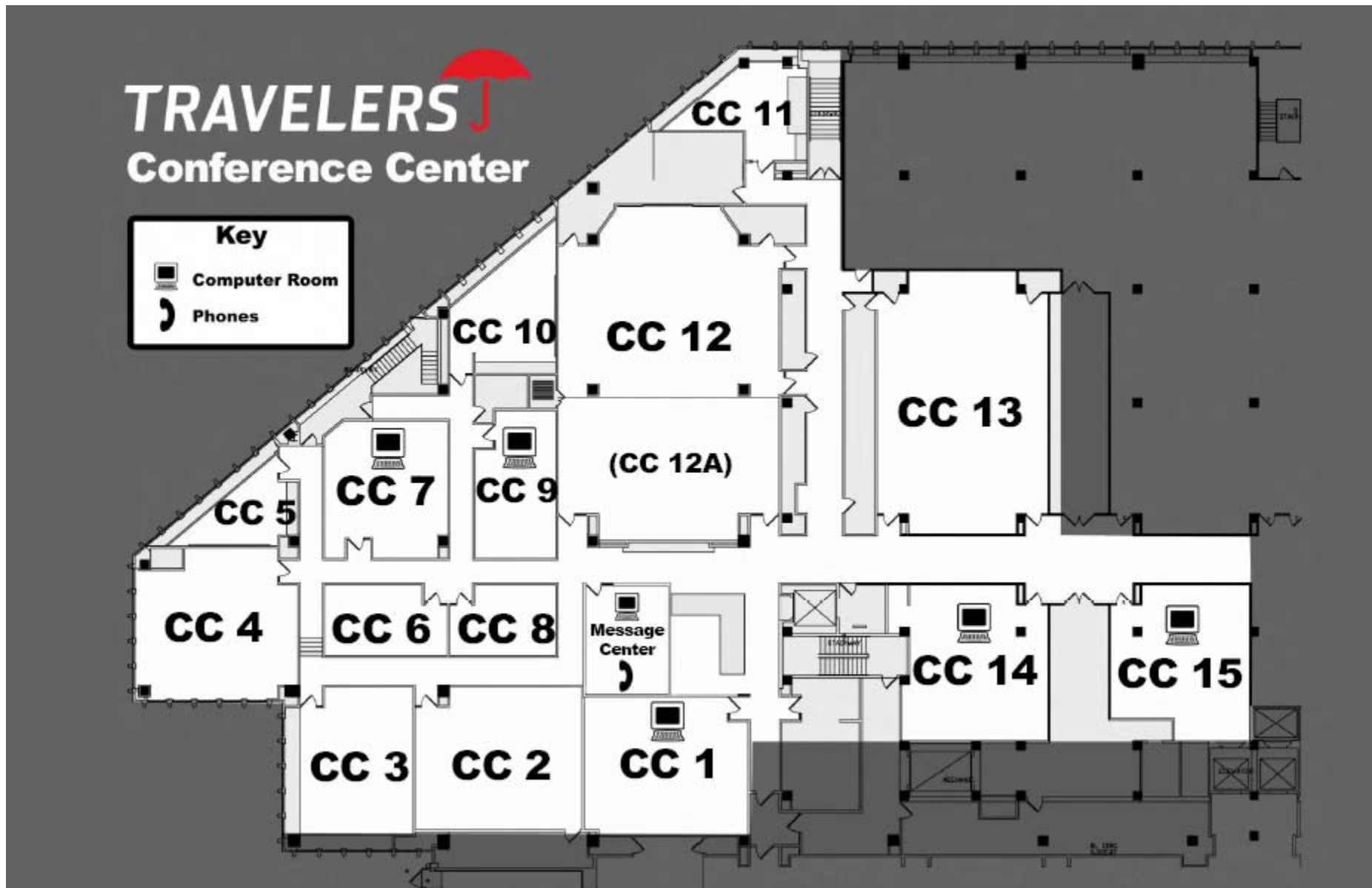
Beyond compliance: when PCI is not enough. Chad Boeckmann, head of Secure Digital Solutions, will review data incidents that have occurred at PCI-compliant companies and what lessons can be drawn for companies with mature PCI programs.

Cloud.edu: privacy considerations for outsourcing e-mail accounts. Many colleges and universities have been attracted by the potential lower cost of outsourcing e-mail accounts to cloud-computing providers. Ross Janssen, the privacy and security officer for the University of Minnesota, will explain how g-mail would work for an academic institution and facilitate discussion on the top privacy and security issues that should be considered before moving to the cloud.

Records management for privacy pros. Where does data privacy converge with records management? Lori Upgren -- principal records analyst at Boston Scientific and member of the Twin Cities chapter of ARMA -- will provide an overview of the RM discipline. By learning how records managers approach such challenges as data classification and data retention, attendees will understand how key RM principles support the privacy agenda.

Enterprise risk management for privacy pros. David Seibert, former information-security director at Target and Lawson Software, and Mary Peter, director of enterprise risk management at Eide Bailly, will explain the ERM discipline, where privacy fits within the COSO framework, and how privacy pros can use ERM to position the privacy program.

Afternoon Breakout Session Rooms



Organizations Attending Privacy Retreat 2010

3M	Gander Mountain	RBC Dain Rauscher
AEGON USA	GE Capital	RBC Wealth Management
AGA Medical	General Mills	Securian
Allianz Life	Goodwill/Easter Seals Minnesota	Sorin Group
Ameriprise	Health Partners	St. Jude Medical
Amplifon USA	Ingenix	State of Minnesota
Best Buy	Jostens	Supervalu
Boston Scientific	Land O'Lakes	Target
Cargill	Lender Processing Services	Thomson Reuters
Carlson Companies	Manpower	Travelers
Carlson Wagonlit Travel	Medtronic	U.S. Bancorp
Children's Hospitals	Merrill	UnitedHealth Group
CHS	Midwest Reliability	University of Minnesota
CIGNA Behavioral Health	MoneyGram	U.S. Marine Corps
Deluxe	Noridian Mutual Insurance	Verifications, Inc.
Ecolab	Northstar Capital Markets	Wells Fargo
Explore Information Services	Park Nicollet	
Fair Isaac	Pearson VUE	

Organizations Presenting at Privacy Retreat 2010

Ameriprise	Ernst & Young	Secure Digital Solutions
Best Buy	Faegre & Benson	State of Minnesota
Boston Scientific	Fredrickson & Byron	Target
DGPeterson	Law Office of Kris Klein	University of Minnesota
Dorsey & Whitney	Macalester College	Venable
Eide Bailly	NetSPI	
Enterprise Knowledge Partners	Ropes & Gray	