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Operational note

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Managing privacy issues in the Asia-Pacific region

Privacy commissioners and policy makers from Australia, Hong Kong, Japan and New Zealand will explain how they enforce their comprehensive privacy laws at the first European conference on privacy issues in the Asia-Pacific region.

The conference will also feature presentations on privacy developments in South Korea, China, Macao, Taiwan, Malaysia, Thailand and the Philippines. In addition, privacy managers from Adidas, BP, Société Générale and Sony will explain how they manage customer and employee data in a region where many countries have no privacy law. How do they apply European Union law to achieve consistent global practices? How helpful is the lighter APEC model?

This *Privacy Laws & Business* conference, 'Scanning data protection horizons in the Asia-Pacific region', takes place on October 14th in Strasbourg. Data protection and privacy laws in the Asia-Pacific region work in a very different way from those in Europe and North America. This conference will focus on the privacy challenges that can arise when doing business in this region. How do multinational companies manage the transfer of personal data from the European Union in the light of EU adequacy and Binding Corporate Rules requirements, data security breaches, outsourcing and negotiating data processing contracts in the Asia-Pacific region?

Stewart Dresner, Chief Executive of *Privacy Laws & Business* said: "As businesses increasingly have fast growing operations, call centres or data processing facilities in

Asia-Pacific countries, it is important that they understand the risks involved. There is the potential for significant damage to their reputations if they encounter problems from innovations in the privacy arena, such as class actions in Japan.”

The event takes place the day before the Data Protection and Privacy Commissioners 30th Annual Conference, which also takes place in Strasbourg.

Ends

Notes to editors

1. *Privacy Laws & Business* conference: ‘Scanning Data Protection Horizons in the Asia-Pacific Region: Assessing Risks and Protecting Your Reputation’, Tuesday October 14, 2008, Strasbourg, France. For the complete programme and to register, go to www.privacylaws.com/ipon_5
2. *Privacy Laws & Business* provides an independent international privacy law information service. Clients include many of the world’s largest companies and specialist lawyers in almost 50 countries.
3. In the United Kingdom, *Privacy Laws & Business* provides services to help its private and public sector clients comply with both Data Protection and Freedom of Information laws. *PL&B*’s website is www.privacylaws.com