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Media information

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### **25 years on from 1984 – how do we deal with the challenges of privacy issues?**

George Orwell's novel 'Nineteen Eighty-Four' portrays a regime of pervasive surveillance and control where government increasingly dominates individuals.

Now, 25 years after the surveillance society he described, and the UK's first Data Protection Act 1984, organisations are grappling with the challenges posed by privacy risks in our working and personal lives. Privacy issues are increasingly viewed by top management as a business risk to their reputation. They need to convince both their customers and the regulators that they process personal data fairly and lawfully.

New regulations mean that organisations will be subject to fines in the private sector and spot checks by the Information Commissioner in the public sector. Privacy Laws & Business 22<sup>nd</sup> Annual International Conference will address these issues and find solutions, despite reduced budgets, with sessions including:

- The UK Information Commissioner's stronger powers and penalties
- A Russian lawyer explains Russia's comprehensive data protection law which appears stronger than the USA's patchwork of privacy laws
- India's new data protection law and the implications for outsourcing and doing business there
- What to do when your organization has had a data breach; new EU rules; and an inspector from Spain's DP Commission on how they handle data breaches
- A Data Protection Commissioner from France on privacy clashes with the USA

- Communicating with children online – consent issues, content generated by minors and future trends
- UK identity card plans – inter-agency access and the challenge of achieving effective regulation, with examples from other countries
- Google – a year in the eye of the privacy storm
- Online behavioural advertising – when does active targeting become intrusive?

The conference will hear from 49 speakers from 10 countries over three days.

Ends

### **Notes to editors**

1. Free press pass available to Privacy Laws & Business 22<sup>nd</sup> Annual International Conference: Privacy as a business risk for top management: Compliance in the credit crunch, 6-8 July 2009, St. John's College, Cambridge. To see the full programme and to book, please visit <http://www.privacylaws.com/annualconference>
2. Privacy Laws & Business provides an independent international privacy laws information service. Clients include many of the world's largest companies and specialist lawyers in almost 50 countries.  
In the United Kingdom, 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. The company's website is [www.privacylaws.com](http://www.privacylaws.com)