

Twin Cities Privacy Retreat 2010

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

8:00	Continental Breakfast / Social								
8:30	Introduction – Travelers Privacy & Security Team							Jackson Room	IAPP Exams (CC13)
8:45	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.								
9:45	Inside the FTC. The invited speaker will give a behind-the-scenes view of how the FTC prosecutes its cases, what to expect if your company is prosecuted, and what to look for from its 2010 agenda.								
10:45	Break / Social								
11:00	Panel: Privacy and Direct Marketing in Non-Western Societies. Panelists from Japan, China, India and South Africa 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								
	Retail Privacy (CC12)	Finance & Insurance Privacy (CC12A)	Healthcare Privacy (CC13)	Privacy Organization (CC10)	Privacy Law (Jackson)	Government & Academia (CC2)	Privacy 101 (CC4)	Special Topics (CC10)	
1:00	Online behavioral advertising: Case study of Best Buy’s Christmas 2009 campaign	Finance & Insurance Privacy Working Group – networking session	What is a Business Associate ?	Positioning and managing the data protection office	Data Breach 2010: Recent legal developments and incident investigation and litigation	What corporations & nonprofits need to know about the Minnesota Data Practices Act	US Privacy 101	Session 1 tbd	
1:30							Europe Privacy 101		
2:00	Break / Social						Canada Privacy 101	Session 2 tbd	
2:30	Retail Privacy Working Group - session topic	ID theft red flags: not just for financial institutions	HIPAA, HITECH, and Metrics -- Are we there yet?	Case study: Launching a privacy program based on Binding Corporate Rules	Legal and regulatory issues in social media	Cloud.edu: Privacy considerations for outsourcing e-mail accounts	Enterprise Risk Management 101.		
3:00							APEC Privacy 101	Session 3 tbd	
3:30	Coffee / Social						Records Management 101		
4:00	Closing Remarks / 2010 Schedule							Jackson	

Afternoon Breakout Sessions: 1pm

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.

What is a Business Associate? New breach-notification responsibilities have been imposed on business associates, heightening the importance of determining who is one. The purpose of this session is to identify the criteria of determining who is a BAA by using examples of what type of organization would clearly be one, would clearly not be one, and may fall in a gray area. A related discussion will be How has the nature of the relationship between Covered Entity and Business Associate going to change in 2010?

Finance & Insurance Privacy Working Group - networking session (Dan Burks, US Bank; Stephanie Rustad, Ameriprise)

Positioning and managing the data protection office. Minnesota privacy leaders continue to struggle with questions of where to place privacy in the organization, how to define privacy roles, how to integrate privacy and security, how to develop a privacy career path, and how to govern and enforce privacy. This session will be a facilitated discussion where participants will be invited to share their organizations' approaches to these questions.

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 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 corporations & nonprofits need to know about the Minnesota Data Practices Act. Laurie Kropuenske-Beyer, Director at the State's Information Policy Analysis 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.

Afternoon Breakout Sessions: 2:30pm

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. If we take the objective of the policy as enabling meaningful consumer choice, as an example, what forms can a new policy take to achieve that objective? Possibilities include short notices at the point of information collection and use, and

dynamic content based on context. Sara Wood of Best Buy and Nancy Rystrom of Target will facilitate this group discussion.

HIPAA, HITECH, and Metrics -- Are we there yet? It is a question we often hear or ask while traveling: are we there yet? It's become increasingly difficult to answer this question in the fast-changing environment of health information privacy and security. For professionals working to understand and implement new privacy and security requirements and policies, metrics are critical to measure and demonstrate success in delivering true privacy protection for the populations they serve. In this facilitated session, the participants will work collaboratively to modify and enhance a strawman set of key HIPAA and HITECH metrics. Participants will take away a tool they can use in the office on Monday. (Ken Mortenson, JD, Boston Scientific; Mick Hawton, State of Minnesota)

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.

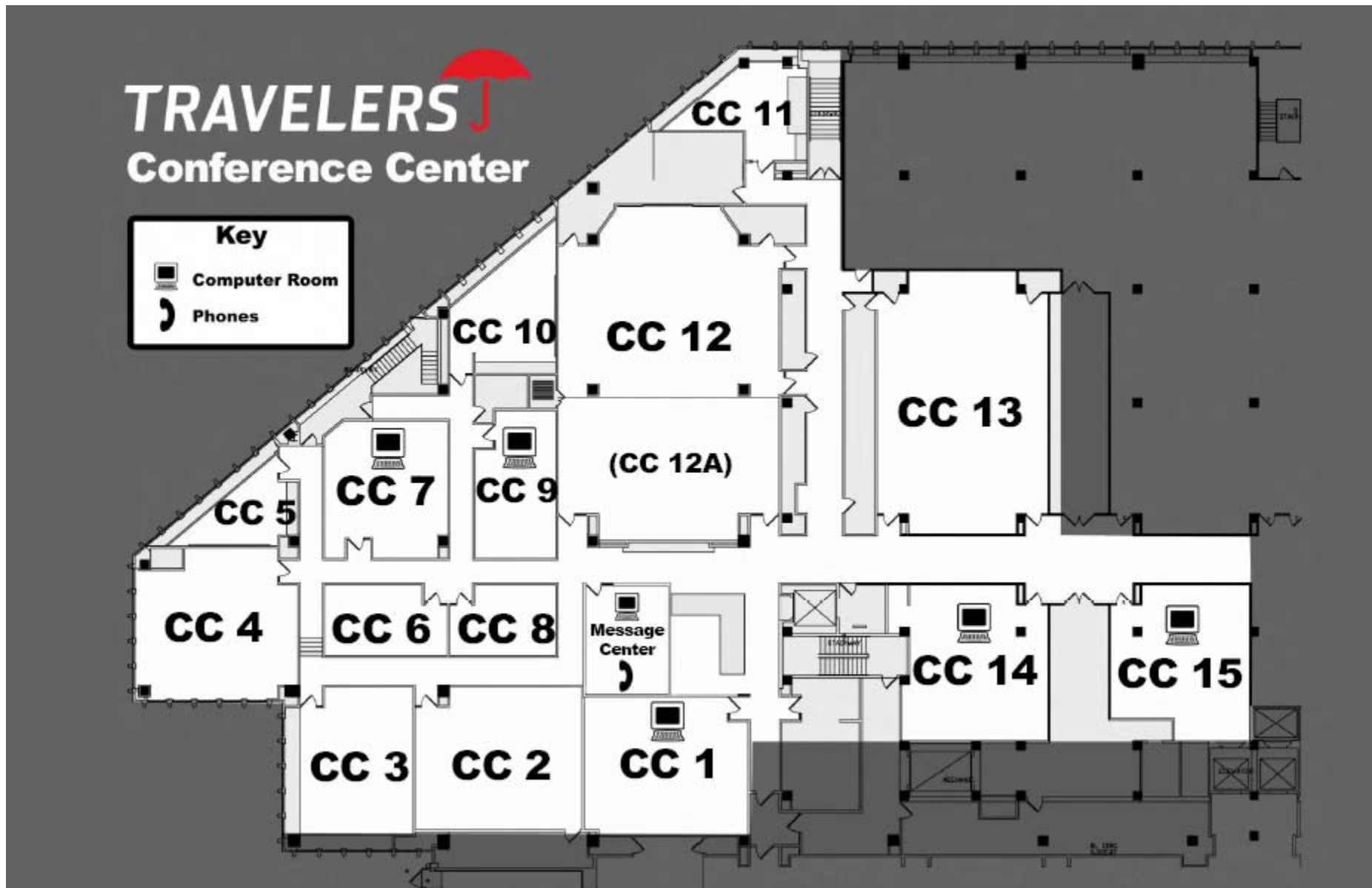
Case study: Launching a privacy program based on Binding Corporate Rules. The European Union has recently enhanced the process for approving Binding Corporate Rules, one of the ways to safely export personal data from the EU. For large multinationals, BCRs have become a more attractive compliance solution. One of our TCPN members will present its 2009-2010 project plan for building a BCR-based global privacy program.

Legal and regulatory issues in social media. Leita Walker and Jennifer Will of Faegre Benson 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.

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 gmail 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 101. 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.

Afternoon Breakout Session Rooms



Organizations Attending Privacy Retreat 2010

3M	Ecolab	RBC Wealth Management
AEGON USA	Explore Information Services	Securian Financial Group
AGA Medical	Fair Isaac	Sorin
Allianz Life	Gander Mountain	St. Jude Medical
Ameriprise Financial	General Mills	State of Minnesota
Ampliphon USA	Health Partners	Supervalu
Arndt & Associates	Ingenix	Target
Best Buy	Land O'Lakes	Thomson Reuters
Boston Scientific	Manpower	U.S. Bank
Cargill	Medtronic	UnitedHealth Group
Carlson Companies	Merrill	University of Minnesota
Carlson Wagonlit Travel	Midwest Reliability	U.S. Marine Corps
CHS Inc.	MoneyGram	Verifications, Inc.
CIGNA Behavioral Health	Noridian Mutual Insurance	Wells Fargo
Deloitte	Northstar Capital Markets	Wells Fargo RCIS
Deluxe	Park Nicollet Health Services	