



3rd Annual Personal Data Protection

Addressing the future perfect of data compliance

“Our work to improve privacy continues today”

Mark Zuckerberg

9th & 10th December 2013, The Royale Chulan Hotel Kuala Lumpur

Overview

For hundreds of generations, privacy has been recognised as a fundamental human right. Today, massive amounts of personal data are collected, used and transferred to third party for a variety of reasons. This trend is expected to grow exponentially as the processing and analysis of large amounts of personal data becomes possible with increasingly sophisticated technology. With such a trend arises growing concerns from individuals about how their personal data is being utilised. Hence, a data protection regime to govern the collection, use and disclosure of personal data is essential to address these concerns and to maintain individuals' trust in organisations that manage data.

Now with the implementation of the Personal Data protection. Act, it is increasingly important that they are aware of privacy requirements applicable to their customers', employees' and suppliers data. The challenge is even greater with the increased level of awareness amongst the data providers. A poor data management would result in the loss of credibility, reputation and consumers and as result, consumers would prefer those who are best in handling their data.

3rd Annual Personal Data Protection aims to review the preparedness of the industry players in light of the impending enforcement of the PDP Act as well as getting ready for the challenges with the rise of data privacy awareness.

Take away with you skills and strategies on:

- Creating an awareness of the importance of Data Protection within the organisation
- Embedding privacy and information security in the organisation
- Driving change in organisations to meet changes in the regulatory environment
- Learning the impact of the new privacy reforms
- Developing a new communication strategy within Chief Privacy Officer
- Adopting a systematic use of impact assessments

Who should attend?

CEOs, COOs, Managing Directors, General Managers, Directors, Vice Presidents, Heads of Department, Senior Managers, Managers of:-

- Legal
- Compliance
- Marketing
- Operations

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