



Overview

We are now entering the third decade of Information Age, where data & information about anything and everything has never been more readily accessible with just a quick click of a button. That includes anything and everything about ANYONE, if you know where and how to search. Thus bears the question (on the many minds), how well is my data managed and who has access to my personal data

As technology progresses and the unrestricted flow of information across borders become increasingly important, countries will no longer have the luxury of avoiding data protection. In order to protect the data of their citizens, countries require similar levels of protection when they transfer their information to other countries. To allow such trade to continue, countries around the globe must implement **privacy policies** of their own and consider how they will protect the information of their citizens as well as the personal information they receive through onward transfer. **Information privacy** and **data protection** has become an international issue that cannot be ignored.

With the massive growth of E-Commerce, the value of personal data has changed from a mere administrative and non-commercial fulfillment to a valuable asset for corporate competitiveness and likewise, a valued commodity in the '**underground**' market for **identity** and **data theft**. Thus, the enactment of **Personal Data Protection Act 2010** last year was a milestone for Malaysia that will redefine governance, trade, business, technology and consumer protection in the today's global economy.

The need for a **legal framework** to regulate the collection, processing, storage and use of personal data for commercial transactions has been long overdue, not only in Malaysia but many developing nations. The invention of many ict-facilitated and web-based business processes such as **Cloud Computing**, together with the ever-increasing value of **data assets** such as trade secrets, customers' information and other strategic business databases, have led to the commoditization and commercialization of **personal data**.

Proper management and strategic handling of personal data can be a source of wealth both for the owners and the data subjects. However, when it falls to irresponsible hands, the misuse of personal data will create a series of losses, ranging from financial to legal liabilities, from commercial to **public embarrassment**. Such incidence of **data fraud** and data theft can threaten the integrity of Malaysia's knowledge economy.

Thus, the Personal Data Protection Act 2010 serves a very important role in creating a trusted e-commerce system and ict-enabled communications as it specifies the legal principles capable of safeguarding the personal data of people involved in the businesses. Without clear rights and obligations on the collection, processing, storing and exploitation of personal data, individuals will be reluctant in carrying out with their transactions, both automated and manually-enabled.

With this Act, secure communications, trusted identity, and trusted systems are made the pre-requisite to ensure confidentiality, integrity and availability of information. For companies that manage high volumes of customers' personal data, the challenge is for the **internal data controllers** and **PDP enforcers** to **comply** and **implement** the system of regulations and governance with minimal interruption or slowdown to the existing operations.

This 2day Roundtable cum Workshop brings together local and international experts, practitioners and researchers in a collaborative environment to present and discuss the advantages and challenges in the compliance and implementation of the Personal Data Act 2011. Topics that will be covered on this entire 2 days are on Personal Data Management in the Digital World, Roles and Responsibilities in Data Protection, Data Protection Compliance and Implementation and Data Protection Case Studies from Australia, USA, Europe and India.

WHY SHOULD YOU ATTEND?

The 2 day Roundtable cum Workshop will ensure you leave with greater knowledge and tools that will help you and your company:

- Understand the implication and guidelines to comply with the Personal Data Protection (PDP) Act 2010
- Learn from PDPA leaders who have experiences and who are embedding data protection as a daily activity in Australia, USA, Europe and India.
- Identify the best security mechanisms and information governance structures to protect your employees and client data bases
- Benefit from expert advice on Data Protection Compliance from an International context and on how to manage employees and customer data privacy in the local and multinational environment.
- Obtain the latest developments in data protection and benefits from practical guidance and recommendations for streamlined and cost-effective data protection compliance.

TARGET AUDIENCE

Data Protection Officers - Compliance Officers - Information Officers, Human Resources Officers, Marketing Directors, Data Protection Lawyers, Information Lawyers, Information Advisers, Chief Executive Officers, Chief Information Security Officer, Commercial Lawyers, Office Managers, Security Officers, Head of Departments, Chief Information Officers, Chief Technology Officers, Network and Infrastructure Managers, Auditors, Information Security Professionals, Business Continuity Planners, Risk Managers, Researchers, Academics and others.

TARGET INDUSTRIES

- Telecommunication Companies and Companies involved in Direct Marketing
- Banks and Financial Institutions
- Customer-centric Service Industries.
- Government-Linked Industries Public-Listed Companies
- Ministries and Agencies
- Healthcare institutions and Electronics companies
- Across board industries

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