



ASIAN BASED. GLOBAL REACH

2nd Annual Personal Data Protection

**Formulating preparedness plans to ensure
total compliance with the act**



**“Privacy is not something that I’m merely entitled to,
it’s an absolute prerequisite.”
Marlon Brando**

**12th & 13th December 2012,
The Royale Chulan, Kuala Lumpur**

Endorser



DEPARTMENT
OF PERSONAL
DATA PROTECTION
Ministry of Information
Communications and Culture

Supporting Partners



Event Overview

Information is becoming a valuable powerful asset and the commodity of business. On the other hand, consumers are becoming more aware of their right to data privacy and hence the demand to protect personal data. Considering the massive amount of personal information which are being stored and processed every day, it is induced that the enactment of the PDP Act is a milestone for the development of e-commerce and e-government in Malaysia. The act becomes a guardian to protect the processing of personal data in commercial transactions and to provide for matters connected therewith. With innovative advances in the digital arena and the increasing use of third party solution providers, many companies find it a challenge to control the multitude of risks that they are facing.

The focus of this **2nd Annual Personal Data Protection** is to gather local and international experts and practitioners of data privacy to share the advantages and challenges of implementing PDPA, with the aim to explore the path of building the preparedness and awareness in complying with the Malaysian Personal Data Protection Act.

Take away with you skills and strategies on:

- Clearing the uncertainties and concerns surrounding the privacy of personal information in Malaysia
- Understanding the practical implications of the legal requirements under the act
- Gaining insights on the latest developments in local and international personal data protection legislation
- Comprehending on the breaches of personal data, the scale of the problem and its implications
- Leveraging on the best practices and overcoming challenges in implementing the act

WHO SHOULD ATTEND?

CEOs, COOs, Managing Directors, Executive Directors, Company Secretaries, General Managers, Directors, Vice Presidents, Heads of Department, Senior Managers, Managers of Legal, Compliance, Marketing, Operations.

Keynote Address by :-



YB Datuk Joseph Salang
Deputy Minister (I)

Ministry of Information, Communication and Culture, Malaysia

Welcome Note by:-



Tan Sri Dato' Seri Megat Najmuddin
Chairman,
Asian World Summit Sdn Bhd

Your Expert Speakers



Chairperson
Professor
Abu Bakar Munir
Faculty of Law,
University of Malaya



Co-Chairperson
Associate Professor Siti
Hajar Mohd Yasin
Faculty of Law,
Universiti Teknologi
MARA



Tuan Haji
Abu Hassan Ismail
Director General
PDP Department
Malaysia



Stephen K.M. Lau
President,
Hong Kong Computer
Society
(Former Privacy Commissioner
for Personal Data of Hong Kong)



Dr. Bruno Baeriswyl
Privacy Commissioner
State of Zurich,
Switzerland



Stephen John Mead
General Counsel
Maxis Communications
Berhad



Zaid Hamzah
Strategic Counsel
and Author,
Singapore



Jason Yuen,
Director-
Advisory Services
Ernst & Young



Claro Parlade
Senior Privacy Counsel,
Asia-Pacific
Google, Singapore



Dr. Sonny Zulhuda
Assistant Professor,
International Islamic
University Malaysia



Shaun Ansell
Head of Legal &
Compliance
Mizuho Securities Asia,
Hong Kong



Chew Kherk Ying
Managing Partner
Wong & Partners

Agenda Day One | December 12 | Wednesday

08:30	Registration	12:45	Networking Lunch
09:00	Commencement of Conference	14:00	Session Four : Panel Discussion An overview of PDPA implementation in the international arena <ul style="list-style-type: none">• Malaysian PDP: How does it benchmark with international standards?• Keeping abreast with the changes to global data protection scenario• Emphasizing the need for universal PDP standards to streamline cross-border data exchange• Exploring further enhancement to the local act <i>Panellists:-</i> Dr Bruno Baeryswil <i>Privacy Commissioner</i> State of Zurich, Switzerland Stephen K.M. Lau <i>President, Hong Kong Computer Society</i> <i>(Former Privacy Commissioner for PDP Hong Kong)</i> Claro Parlade <i>Senior Privacy Counsel, Asia-Pacific</i> Google, Singapore
09:10	Welcome Note Tan Sri Dato' Seri Megat Najmuddin <i>Chairman, Asian World Summit Sdn Bhd</i>		
09:20	Opening Remarks by Chairperson Professor Abu Bakar Munir <i>Faculty of Law, University of Malaya</i>		
09:30	Keynote Address PDPA : A chaperon in defending the fundamental right to privacy YB Datuk Joseph Salang <i>Deputy Minister (I)</i> Ministry of Information, Communication and Culture, Malaysia		
10:00	Session One : The enforcement of PDPA and its ramification in Malaysia <ul style="list-style-type: none">• Familiarizing with provisions under the PDP Act• Enabling to exercise the rights to access, to correct and to generally control the use of personal data by third parties• Can some clauses be exempted?• Numerous exemptions to the principles, will it result in the PDP Act being an ineffective legislation? Tuan Haji Abu Hassan Ismail <i>Director General, PDP Department Malaysia</i>		
10:45	Morning Networking Break	14:45	Session Five : Strategies to manage privacy technology in business & legal context <ul style="list-style-type: none">• What are the industry-leading privacy technology trends that will shape the future of business in a privacy-sensitive environment?• What strategies should be adopted to manage privacy technology to maintain the balance between privacy risk management and value creation? Standards and the principles?• What strategic technology, legal and regulatory management frameworks and processes should be in place to maintain a robust pro-privacy business ecosystem?• Case study: Google and Phorm privacy technology practice, principles & standards Zaid Hamzah Strategic Counsel and Author, Singapore
11:15	Session Two : Enhancing business value through personal data protection <ul style="list-style-type: none">• The prevalence of data breaches and identity theft globally• Assessing the impact and ramifications, the costs, cases,• Why data protection should be viewed as a competitive advantage in the business world and not just as a legal compliance?• Instilling a good corporate culture in personal data protection Stephen K.M. Lau <i>President, Hong Kong Computer Society</i> <i>(Former Privacy Commissioner for PDP Hong Kong)</i>	15:30	Afternoon Networking Break
12:00	Session Three : Cross-border data protection for internationally oriented businesses <ul style="list-style-type: none">• Controlling the uncontrollable free movement of data• Compliance of cross-border data protection in EU• How to comply with data protection law in international perspectives?• New international rules and challenges for businesses Dr Bruno Baeryswil <i>Privacy Commissioner</i> State of Zurich, Switzerland	16:00	Session Six : Roundtable Discussion To what extent data is considered sensitive? <ul style="list-style-type: none">• Integrating the legal and ethical rules in data mining• Exploring data privacy in the context of PDP Act• Assigning multiple level of protection to sensitive information• Obtaining an indication of consent from the data subject for PDPA purpose <i>Moderator:-</i> Jason Yuen <i>Director-Advisory Services</i> Ernst & Young
		17:30	Closing Remarks & End of Day One

Agenda Day Two | December 13 | Thursday

08:30	Registration	14:00	Session Four : PDPA and the concern over internal data privacy <ul style="list-style-type: none">• Addressing challenges on handling large amount of employees' personal data in the different process• Restrictions on keeping personal data and setting appropriate periods of time for keeping information• Enforcing the law to the internal data processor and data user• Ensuring collections of biometric data does not fall foul of data protection or human right law Shaun Ansell <i>Head of Legal & Compliance</i> Mizuho Securities Asia, Hong Kong
09:00	Opening Remarks by Chairperson Professor Abu Bakar Munir <i>Faculty of Law, University of Malaya</i>		
09:15	Session One : Reality check on privacy in cyber era <ul style="list-style-type: none">• How does the act regulates the privacy on mobile devices, social media and media internet attacks• Emerging concerns on privacy issues affecting geo location technologies• Addressing the challenges of identifying the culprit when privacy is breached-Who to be blamed?• How far can legislation guarantee data privacy Dr. Sonny Zulhuda <i>Assistant Professor,</i> <i>Ahmad Ibrahim Kulliyah of Laws</i> International Islamic University Malaysia	15:30	Session Six : Roundtable Discussion Addressing the practicalities in implementing PDPA <ul style="list-style-type: none">• Getting through the documentation and what need to comply• Determining the outcome and deciding the terms of the agreement• The constitutional aspect of risks to PDP Act• Restrictions under the law of jurisdictions for noncompliance or breach of the law <i>Moderator:-</i> Zaid Hamzah Strategic Counsel and Author, Singapore <i>Co-Moderator:-</i> Claro Parlade <i>Senior Privacy Counsel, Asia-Pacific</i> Google, Singapore
10:00	Session Two : Crisis management and business continuity planning in case of PDPA breach <ul style="list-style-type: none">• Reviewing the penalties of PDPA breaches• Managing breaches and being prepared for the inevitable• Obtaining the code of standard practice on notifying breaches• Responding to a large scale of data breach Stephen John Mead <i>General Counsel</i> Maxis Communications Berhad		
10:45	Morning Networking Break		
11:15	Session Three : Extended Session Encapsulating the seven principles of PDP Act <ul style="list-style-type: none">• How does it protect personal data in general?• What are the fundamental rights given to an individual in relation to his personal data?• Key issues arising from compliance programmes and ensuring smooth collaboration between departments in such programmes.• Curbing unfair and unethical practices with respect to personal data beyond the reaches of common law Chew Kherk Ying <i>Managing Partner</i> Wong & Partners	16:15	Closing Remarks
12:45	Networking Lunch	16:30	Farewell Coffee & End of Conference