

Protecting Personal Information: Best Practices for Business

Agenda

November 13, 2008

9:00 – 9:30 Registration

9:30 – 9:45 Opening Remarks

Introduction and Welcoming Remarks

Deanya Kueckelhan, Director, Southwest Region Office,
Federal Trade Commission

Mary Spector, Associate Professor of Law, Southern Methodist
University, Dedman School of Law

9:45 – 10:15 Presentation — Risks & Costs: What's at Stake?

Business and legal reasons to address data security including:

- Federal laws and standards enforced, recent cases, and the costs, penalties, and relief imposed
- The prospects of private litigation against companies that experience a breach
- Other costs of data breaches — breach response costs, reputational damage, customer relations impact
- Other business rationales for improved data security

Presenter:

Katherine Race Brin, Attorney, Division of Privacy and Identity
Protection, Federal Trade Commission

10:15 – 10:25 Break

10:25 – 11:35 Panel 1 — Protecting Personal Information: Steps & Strategies

Practical guidance and lessons learned from persons engaged in security compliance, addressing basic questions, such as:

- What challenges have you faced in taking and maintaining an inventory of your personal information and equipment?
- How have you gone about determining whether you had adequate network and physical security?
- What data security challenges have you faced in hiring service providers and technical staff?
- How have you worked with outside IT professionals to address security issues posed by electronic information you use, maintain, store, or share?





- What issues have you confronted in determining what information to retain and what information to dispose of?
- What obstacles did you confront in persuading your organization to invest in better information security? How did you get top management involved?
- How did you balance the costs and benefits of compliance? How did resource availability affect your data security planning?

Moderator: Burke Kappler, Attorney, Division of Privacy and Identity Protection, Federal Trade Commission

Panelists:

Sherry Ramsey, Assistant Vice President for Public Policy, AT&T

Peter Reid, Chief Privacy Officer, EDS

Billy Spears, Global Privacy Officer, Dell, Inc.

Christopher Volkmer, Managing Member, Volkmer Law Firm, LLC

11:35 – 11:50 Break

11:50 – 1:00 Panel 2 — When Things Go Wrong: Planning for & Responding to Data Breaches

Breach response and the importance of planning ahead, including:

- Anticipating and planning for a breach
- Responding when a breach occurs
- Breach investigation and maintenance of evidence
- Data and systems recovery
- Working with outsiders — what do law enforcement or technical professionals do when called in to respond to a breach, and what information do they look for and need?
- Notice and assistance to victims and consumers — how do consumers respond when a trusted business suffers a breach, and what is the best way for businesses to notify and communicate with customers in order to protect the relationship?

Moderator: Laura Berger, Attorney, Division of Privacy and Identity Protection, Federal Trade Commission

Panelists:

Kevin McCaslin, Director of Privacy and Security Compliance, Tenet HealthCare Corporation

David Morrow, Former Chief Security and Privacy Officer, EDS

Robert Scott, Managing Partner, Scott & Scott, LLP

Robert Sheffield, United States Secret Service

1:00 Closing Remarks