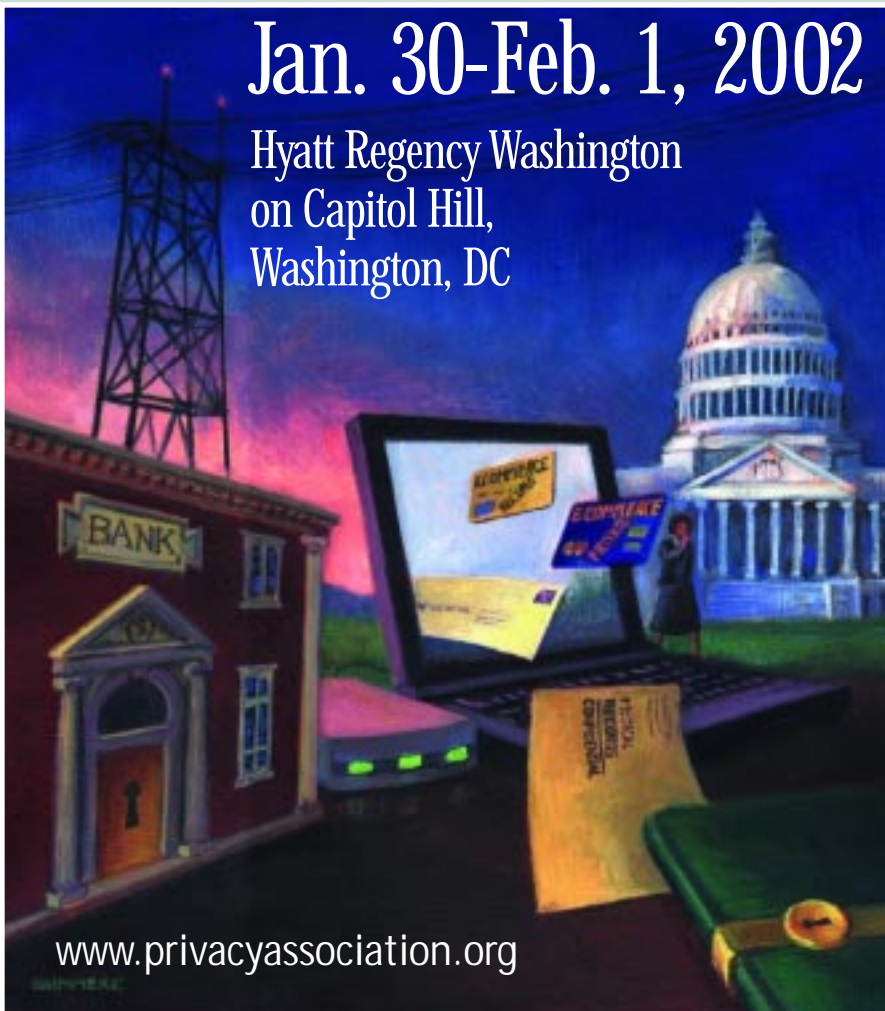


# The Second Annual Privacy & Data Security Summit

*The Leading Forum on Confidentiality, Security,  
Regulatory Requirements & Technology Tools*

Jan. 30-Feb. 1, 2002

Hyatt Regency Washington  
on Capitol Hill,  
Washington, DC



[www.privacyassociation.org](http://www.privacyassociation.org)

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The New Voice for Privacy and Security Professionals

Resulting from the Merger of the Privacy Officers Association  
and the Association of Corporate Privacy Officers



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J. Howard Beales, III, Ph.D., *Federal Trade Commission*  
Phillip Bond, *U.S. Department of Commerce*  
Daniel Collins, Esq., *U.S. Department of Justice*  
Kathleen H. Fyffe, *U.S. Department of Health and Human Services*  
Amy Friend, Esq., *Office of the Comptroller of the Currency*  
Harriet Pearson, Esq., *IBM*  
Jules Polonetsky, *DoubleClick, Inc.*  
Larry Ponemon, Ph.D., *Privacy Council*  
Richard Purcell, *Microsoft Corporation*  
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The International Association of Privacy Officers (IAPO) is pleased to announce its groundbreaking event — The Second Annual Privacy & Data Security Summit. IAPO was formed by combining the 2 preeminent privacy professional membership associations — The Privacy Officers Association (“POA”) and the Association of Corporate Privacy Officers (“ACPO”). Both the POA and ACPO were formed in mid-2000 by a group of individuals who noticed a need for a professional membership organization to provide a forum for the discussion and debate of issues related to developing and maintaining privacy and data security programs and policies in business. Now combined, these 2 professional groups will provide a new, unified voice for Privacy Professionals around the world.

In May 2001, more than 400 registrants attended POA's First Annual Privacy & Data Security Summit. That conference received rave reviews from attendees, media, exhibitors and sponsors. The Summit is now being reconvened with an expert faculty and promises to be even better as POA has taken its knowledge and combined it with ACPO, to become IAPO! The Second Annual Privacy Summit will address privacy and data security issues as they relate to a multitude of industries. These industries include: Health Care, Financial Services, Marketing, Telecommunications/Wireless, E-Commerce, Pharmaceutical and Government Contractors/Partners, among others.

Privacy and data security issues have become a never ending concern to those involved in maintaining a company's privacy policy and dealing with privacy issues. The ever-changing government regulations make it imperative for you to be well informed of the latest events, policies, laws and regulations. The Second Annual Privacy & Data Security Summit promises to be your source for the most up to date privacy and data security information. Join our nation's top business leaders and policy makers as we explore the latest issues, regulations and trends in privacy and data security affecting business, the government and the world today.

## *Goals & Objectives*

- To provide a comprehensive overview of the privacy and data security regulatory environment
- To discuss the role of the Chief Privacy Officer in a variety of industries, including health care, financial services and e-commerce
- To discuss the intersection of privacy issues and security
- To analyze the key components of a privacy and data security program
- To provide a network of the nation's leaders in privacy and data security

## *Who Should Attend*

- Chief Executive Officers
- Chief Operating Officers
- Chief Privacy Officers
- Chief Security Officers
- Chief Technology Officers
- Chief Financial Officers
- Compliance Officers
- Corporate Counsel
- Attorneys
- Medical Directors
- Financial Services Executives
- E-Commerce Executives
- Hospital Executives
- Physicians
- Data Managers
- Ethics Officers
- Consultants
- Government Agency Employees
- Risk Managers
- Information Technology Department Managers
- HIPAA Project Managers
- GLB Project Managers
- Journalists
- Executive Recruiters
- Government Contractors

## *Continuing Education Credits*

CISSP/SSCP — This program may qualify for security professional (CISSP) or security practitioner (SSCP) continuing education credit. CISSPs and SSCPs may apply for CPE credit for attending the 2nd Annual Privacy and Data Security Summit on-line at [www.isc2.org](http://www.isc2.org). This information is provided for your convenience only by the Summit.

CLE — Required sponsor documentation has been forwarded to and credit requested from MCLE states with general requirements for all lawyers. We have requested a total of 19.75 from all MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of \$1.50 per credit hour directly to the PA CLE Board. The IAPO pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules regulations, including its definition of “CLE”; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact the IAPO at 800-266-6501 starting two to three weeks prior to the program date.

Additional Continuing Education Units may be available. For additional information, please contact the IAPO National Office at 800-266-6501.

## Wednesday, January 30, 2002

- 11:00 a.m. Summit Registration Opens
- 1:00 p.m. OPTIONAL PRECONFERENCE SESSIONS — Choose One:
- Preconference Symposium I: Privacy Officer Training  
 Ray Everett-Church, Esq., *Senior Privacy Analyst, ePrivacy Group, San Jose, CA*  
 Jeff B. Richards, *Senior Vice President, Global Policy and Strategy, ePrivacy Group, Washington, DC*  
 Stephen Cobb, CISSP, *Vice President, Research & Education, ePrivacy Group, Saint Augustine, FL*
- Preconference Symposium II: Security and Information Assurance  
 Professor Lance J. Hoffman, *Computer Sciences Department, George Washington University, Washington, DC*  
 Scott Charney, *Principal, PricewaterhouseCoopers, Washington, DC*
- Preconference Symposium III: Biometrics, Counter Surveillance and Cybercrime  
 M. Paul Collier, *Executive Director, The Biometric Foundation, and Founder, ID Technology Partners, Inc., Washington, DC*
- Preconference Symposium IV: Privacy Crises and Public Communications —  
 How companies manage, mismanage and avoid brand damage from public scrutiny of their privacy practices  
 Jason Catlett, *President, Junkbusters Corp., and Fellow, Kennedy School of Government, Harvard University, Green Brook NJ*
- 5:00 p.m. Adjournment

## Thursday, January 31, 2002

- 7:00 a.m. Registration and Continental Breakfast
- 8:00 a.m. Welcome and Overview — Morning Plenary Session: Federal Privacy Regulator's Roundtable  
 Brenton Saunders, JD, MBA, *Partner, PricewaterhouseCoopers, Past President, Health Care Compliance Association, and Founder, Privacy Officers Association, Washington, DC (Conference Co-Chair)*  
 Alan F. Westin, LLB, PhD, *Professor Emeritus of Public Law and Government, Columbia University, and Publisher, Privacy & American Business, Washington, DC (Conference Co-Chair)*  
 Agnes Bundy-Scanlan, *Managing Director and Chief Privacy Officer, FleetBoston Financial, Boston, MA (Conference Co-Chair)*
- 8:15 a.m. Privacy Regulation and the Federal Trade Commission  
 J. Howard Beales, III, PhD, *Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*
- 8:45 a.m. Privacy and Commerce  
 Phillip Bond, *Undersecretary for Technology, United States Department of Commerce, Washington, DC*
- 9:15 a.m. Privacy and Financial Affairs  
 Amy Friend, Esq., *Assistant Chief Counsel, Office of General Counsel, Office of the Comptroller of the Currency, Washington, DC*
- 9:45 a.m. Healthcare Privacy, Security and HIPAA Compliance  
 Kathleen H. Fyffe, *Senior Advisor for Health Information Privacy Outreach, Office for Civil Rights, United States Department of Health and Human Services, Washington, DC*
- 10:15 a.m. Prosecuting Privacy Violations  
 Daniel Collins, Esq., *Chief Privacy Officer, United States Department of Justice, Washington, DC*
- 10:45 a.m. BREAK
- 11:00 a.m. CONCURRENT SESSIONS I
- 1.01 Communicating Privacy Issues to the General Public  
 Christopher Hamilton, *Manager, Global Privacy Services, Ogilvy Public Relations Worldwide, Washington, DC*
- 1.02 Advanced Issues in Healthcare Privacy and HIPAA Compliance  
 Alan Goldberg, Esq., *Partner, Goulston & Storrs, Adjunct Professor, Suffolk University Law School, and Moderator AHIA HIT List Serve, Boston, MA*  
 Keith Korenchuk, Esq., *Partner, Davis Wright Tremaine, Washington, DC*
- 1.03 Wireless Privacy Issues Now Before the FCC  
 Peter M. Connolly, Esq., *Partner, Holland & Knight, Washington, DC*

# THE SECOND ANNUAL PRIVACY & DATA SECURITY SUMMIT: THE LEADING FORUM

- 1.04 Privacy Risk Management Through Training: Designing a Comprehensive Blended Solution  
Karen Dunlop, Esq., *Partner, Sidley Austin Brown & Wood, Chicago, IL*  
Joseph G. Lansing, *Senior Vice President, Business Development/General Counsel, Learning Insights, Chicago, IL*
- 1.05 Privacy and E-Mail  
James H. Koenig, *Chief Development & Legal Officer, ePrivacy Group, Malvern, PA*  
Kenneth C. Segarnick, Esq., *Vice President and General Counsel, United Messaging Inc., West Chester, PA*
- Noon Luncheon and Plenary Session Presentations  
Robert R. Belair, Esq., *Partner, Mullenholz, Brimsek & Belair, Co-founder and Editor, Privacy & American Business, Washington, DC (Conference Co-Chair)*
- 12:30 p.m. Keynote Panel: Privacy in America Following the Terrorist Attacks on the World Trade Center and the Pentagon  
Agnes Bundy-Scanlan, *Managing Director and Chief Privacy Officer, FleetBoston Financial, Boston, MA*  
James Harper, *Editor, Privacilla.org, Washington, DC*  
John Kamp, *Of Counsel, Wiley, Rein & Fielding, Washington, DC*  
Mark Rotenberg, Esq., *Director, Electronic Privacy Information Center, and Editor, Privacy Law Sourcebook, Washington, DC*  
David Stampely, Esq., *Assistant Attorney General, Internet Bureau, Office of the Attorney General, State of New York, New York, NY*  
Zoe Strickland, *Chief Privacy Officer, United States Postal Service, Washington, DC*  
Bruce Johnson, Esq., *Partner, Davis Wright Tremaine, Seattle, WA (Moderator)*
- 1:15 p.m. State Initiatives in Gramm Leach Bliley Implementation  
John P. Fielding, Esq., *Senior Counsel, Financial Services, National Association of Insurance Commissioners, Washington, DC*
- 1:45 p.m. The Role of State Government in Privacy Protection  
Joanne McNabb, *Chief, Office of Privacy Protection, California Department of Consumer Affairs, Sacramento, CA*
- 2:15 p.m. BREAK
- 2:30 p.m. CONCURRENT SESSIONS II
- 2.01 So You Want to Be a CPO?  
Ray Everett-Church, Esq., *Senior Privacy Analyst, ePrivacy Group, San Jose, CA*
- 2.02 Developing, Planning and Coordinating HIPAA Privacy Projects for Implementation  
Laurie A. Robinson-Bayless, MBA, *Senior Manager, National HIPAA Practice, Ernst & Young, Washington, DC*  
James D. Kelso, JD, LL.M., *Chief Privacy Officer, University of Texas Medical Branch, Galveston, TX*
- 2.03 PKI in the Federal Government  
Keren Cummins, *Vice President, Governmental Services, Digital Signature Trust Company, and Member, PKI Task Force for the Federal Electronic Commerce Coalition, Rockville, MD*  
Christopher R. Yukins, Esq., *Partner, Holland & Knight LLP, McLean, VA*
- 2.04 Information Security: Liability for Computer Glitches and Online Security Lapses  
Alan Charles Raul, Esq., *Partner, Sidley Austin Brown & Wood, Washington, DC*
- 2.05 Technology CPO's  
Peter Cullen, *Corporate Privacy Officer, Royal Bank of Canada, Toronto, Ontario*  
Robert Spencer, Jr., *Chief Privacy Officer, Compaq, Houston, TX*
- 3:30 p.m. BREAK
- 3:45 p.m. CONCURRENT SESSIONS III
- 3.01 Privacy and the NAIC Market Conduct Exam Handbook  
Bill Paukovitz, *Chief Privacy Officer, Fireman's Fund/Allianz Ins. Co., Novato, CA*  
Christopher Roe, *Vice President of Government Affairs, Fireman's Fund Insurance Co., Washington, DC*
- 3.02 Managing Your Research and Research Subjects under HIPAA: Issues and Solutions for Biotech and Pharmaceutical Companies  
Diane M. Allen, Esq., *Section Counsel, Clinical Practice Group, Genentech, Inc., San Francisco, CA*  
Stephen W. Bernstein, Esq., *Partner, McDermott, Will & Emery, Boston, MA*
- 3.03 Privacy in the Financial Sector  
Stephen L. Durkee, *Vice President, Privacy Implementation, Global Consumer Businesses, Citigroup, New York, NY*
- 3.04 The Patient's View of Privacy  
Marilou M. King, Esq., *Partner, McDermott, Will & Emery, Washington, DC*

- 5:00 p.m. Afternoon Plenary Session: National and International Privacy Policy  
 Vincent J. Schiavone, *Chief Executive Officer, ePrivacy Group, Malvern, PA (Conference Co-Chair)*  
 Privacy and Security Policy in the United States after September 11, 2001  
 Peter Swire, Esq., *Visiting Professor of Law, George Washington University, and Former Chief Counselor for Privacy, Office of Management and Budget, Executive Office of the President, Washington, DC*
- 5:25 p.m. Report from the European Union  
 David L. Aaron, *Partner, Dorsey & Whitney, Former Undersecretary of Commerce for International Trade, and Former Deputy National Security Advisor, Washington, DC*
- 5:45 p.m. Privacy Policy Roundtable  
 John Bentivoglio, Esq., *Partner, Arnold & Porter, and Former Chief Privacy Officer, United States Department of Justice, Washington, DC*  
 Michael T. Beresik, *National Director, Privacy Practice, PricewaterhouseCoopers, and Former Deputy Assistant Secretary of the Treasurer, United States Department of the Treasury, Washington, DC*  
 James H. Koenig, *Chief Development & Legal Officer, ePrivacy Group, Malvern, PA*  
 Larry Ponemon, PhD, *Chief Executive Officer, Privacy Council, Richardson, TX*  
 Peter Swire, Esq., *Visiting Professor of Law, George Washington University, and Former Chief Counselor for Privacy, Office of Management and Budget, Executive Office of the President, Washington, DC*
- 6:45 p.m. Adjournment and Networking Reception

## *Friday, February 1, 2002*

- 7:00 a.m. Continental Breakfast
- 8:00 a.m. Welcome and Overview — Morning Plenary Session: Practical Experiences in Privacy and Data Security  
 Jules Polonetsky, *Chief Privacy Officer, DoubleClick, Inc., New York, NY (Conference Co-Chair)*
- 8:15 a.m. The Perspectives of a Privacy Officer  
 Harriet Pearson, Esq., *Chief Privacy Officer, IBM, Armonk, NY*
- 8:45 a.m. Privacy and Financial Services  
 Stephen L. Durkee, *Vice President, Privacy Implementation, Global Consumer Businesses, Citigroup, New York, NY*
- 9:15 a.m. Privacy and Insurance  
 Kirk M. Herath, *Chief Privacy Officer and Public Policy Officer, Nationwide Insurance Companies, Columbus, OH*
- 9:45 a.m. Integrating Privacy and Security  
 Michael McNeil, *Vice President, Data Services & Chief Privacy Officer, Reynolds & Reynolds, Dayton, OH*
- 10:15 a.m. Countering Terrorism with Biometrics: Privacy Policy Implications  
 John Woodward, Jr., Esq., *Senior Policy Analyst, RAND, and former CIA Officer, Washington, DC*
- 10:45 a.m. BREAK
- 11:00 a.m. CONCURRENT SESSIONS IV
- 4.01 State Adoption of Privacy Regulation for Insurance  
 Bill Paukovitz, *Chief Privacy Officer, Fireman's Fund/Allianz Ins. Co., Novato, CA*  
 Christopher Roe, *Vice President of Government Affairs, Fireman's Fund Insurance Co., Washington, DC*
- 4.02 The Privacy of Employee Health Information in the Work Place  
 Mark Lutes, Esq., *Partner, Epstein Becker & Green, PC, Washington, DC*  
 Frank Morris, *Partner, Epstein Becker & Green, PC, Washington, DC*
- 4.03 Update on EU Privacy Issues  
 Stephanie Perrin, *Chief Privacy Officer, Zero-Knowledge Systems, Montreal, Quebec*
- 4.04 Delivering Effective Privacy Notices  
 Toby Milgrom Levin, Esq., *Senior Attorney, Division of Financial Practices, Federal Trade Commission, Washington, DC*
- Noon Luncheon and Plenary Session Presentations  
 Introduction to Data Protection Mini Summit  
 Chris Apgar, *Data Security and HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR (Conference Co-Chair)*

# THE SECOND ANNUAL PRIVACY & DATA SECURITY SUMMIT: THE LEADING FORUM

- 12:30 p.m. Coordinating Privacy and Security  
Howard A. Schmidt, *Corporate Security Officer, Microsoft Corporation, Redmond, WA*  
Richard Purcell, *Senior Director, Corporate Privacy Office, Microsoft Corporation, Redmond, WA*
- 1:15 p.m. Security Officer Roundtable  
Chris Apgar, *Data Security and HIPAA Compliance Officer, Providence Health Plan, Beaverton, OR*  
Mark Van Holsbeck, *Director, Enterprise Network Security, Avery Dennison, Pasadena, CA*  
Howard A. Schmidt, *Corporate Security Officer, Microsoft Corporation, Redmond, WA*  
Isabelle P. Theison, *Vice President, American Express, Phoenix, AZ*  
John Woodward, Jr., Esq., *Senior Policy Analyst, RAND, and former CIA Officer, Washington, DC, (Moderator)*
- 2:15 p.m. BREAK
- 2:30 p.m. CONCURRENT SESSIONS V
- 5.01 COPPA Enforcement Update  
Elizabeth A. Delaney, Esq., *Attorney, Division of Advertising Practices, Federal Trade Commission, Washington, DC*
- 5.02 Health Insurers: Making the Best Use of Your Remaining HIPAA Compliance Time  
Kirk J. Nahra, Esq., *Partner, Wiley Rein & Fielding LLP, Washington, DC*
- 5.03 Self Regulation: Trust Online and Offline  
Fran Maier, *Executive Director, TRUSTe, San Jose, CA*  
David Klaus, *Executive Director, Privacy Leadership Initiative, Washington, DC*
- 5.04 Privacy Sensitive Technology: Cookies, Web Beacons, P3P and Beyond  
J. Trevor Hughes, *Executive Director, Network Advertising Initiative, York, ME*
- 3:30 p.m. BREAK
- 3:45 p.m. CONCURRENT SESSIONS VI
- 6.01 Security Basics for the Privacy Practitioner  
Kimberly Kiefer, Esq., *Partner, Brobeck, Phleger & Harrison, and Co-Chair, American Bar Association, Information Security Committee, Washington, DC*
- 6.02 Infrastructure and Systems Options for Implementing Privacy - Compliant CRM  
Kevin Mabley, *VP Operations, UCO Software, New York, NY*
- 6.03 Privacy at Work: The Changing Environment for Human Resources Information Privacy and Employee Surveillance  
W. Scott Blackmer, Esq., *General Counsel, Viameerics Corporation, Bethesda, MD*
- 6.04 Biometrics, Smartcards and SSL — Authentication as the Key to Privacy and Security  
Alan C. Brown, Esq., *Partner, Duane Morris, Washington, DC*
- 4:45 p.m. ADJOURNMENT

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## FAX REGISTRATION

Fax: 215-545-8107 Email: [information@privacyassociation.org](mailto:information@privacyassociation.org)  
Phone: 800-546-3750 or 215-545-3894 Monday-Friday, 9 AM - 5 PM EST.  
Telephone registrations must be confirmed by fax or e-mail.  
To register online, visit our website at [www.privacyassociation.org](http://www.privacyassociation.org)

## METHOD OF PAYMENT FOR TUITION

Make payment by check, money order, MasterCard, Visa or American Express. A \$20 fee will be charged for any returned checks. Credit card information must be given to secure your registration if check/money order is not included with the registration form. If payment is not received 7 days prior to the Summit, credit card payment will be processed.

## TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor.

Federal Tax ID: 91-1892021

## CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations. You may send a substitute; please call the Conference Office at 1-800-546-3750.

## FOR FURTHER INFORMATION

Call 1-800-546-3750 or visit our website at [www.privacyassociation.org](http://www.privacyassociation.org)

## HOTEL ACCOMMODATIONS

Special rates of \$179 (plus tax) per single per night, and \$204 (plus tax) per double per night, have been arranged for the Privacy Summit. There are a limited number of rooms available at the special rate. Please make your reservations directly with the Hyatt Regency and mention the Privacy Summit to receive the reduced rate. Reservations will be accepted until Jan. 4, 2002. After that cut-off date, reservations will be accepted on a space-available basis only.

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A \$15 transaction fee will be applied to all tickets purchased via phone service. Be sure to reference The Summit Group #551

When calling airlines direct, please use the following codes:  
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## Registration Form for the Second Annual Privacy & Data Security Summit

### 1: PLEASE COMPLETE THE FOLLOWING

NAME OF REGISTRANT \_\_\_\_\_

TITLE \_\_\_\_\_ NAME OF ORGANIZATION \_\_\_\_\_

Work Address or  Home Address (List only preferred mailing address) \_\_\_\_\_ FIRST NAME AS IT WILL APPEAR ON YOUR BADGE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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SPECIAL DISABILITY NEEDS \_\_\_\_\_

### 2: REGISTRATION FEES

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  - II. Security & Information Assurance
  - III. Biometrics/Counter Surveillance/Cybercrime
  - IV. Privacy Crises & Public Communications

<b>Conference Only (does not include Preconference):</b>		<b>Non-Member Registration</b>	
<b>IAPO/POA/ACPO Members</b>			
<input type="checkbox"/> Thru Jan. 4, 2002	\$895	<input type="checkbox"/> Thru Jan. 4, 2002	\$1095
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Yes, add \$100 to my non-member registration. I'd like to become a member of IAPO. NOTE: This offer is for new members only; membership renewals are not eligible.

IAPO is the new voice for Privacy and Security Professionals, resulting from the merger of the Privacy Officers Association and the Association of Corporate Privacy Officers.

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Please enclose payment with your registration and return it to the conference registrar at the address below, or fax your credit card payment to 215-545-8107.

- Check/money order enclosed (checks payable to Health Care Conference Administrators, Ilc)
- Credit card:  American Express  Visa  MasterCard

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Please return your application and full payment by: Fax 215-545-8107 Phone: 800-546-3750  
Or mail this form with correct tuition fee (U.S. funds) to: Conference Office, 1211 Locust Street, Philadelphia, PA 19107

Telephone registrations must be confirmed by fax or e-mail. We cannot guarantee your attendance unless payment is received with your registration.

### CONCURRENT SESSIONS — Choose one for each time slot:

#### Thursday, January 31, 2001

11:00 a.m. CONCURRENT SESSIONS I  
 1.01  1.02  1.03  1.04  1.05

2:30 p.m. CONCURRENT SESSIONS II  
 2.01  2.02  2.03  2.04  2.05

3:45 p.m. CONCURRENT SESSIONS III  
 3.01  3.02  3.03  3.04

#### Friday, February 1, 2002

11:00 A.M. CONCURRENT SESSIONS IV  
 4.01  4.02  4.03  4.04

2:30 P.M. CONCURRENT SESSIONS V  
 5.01  5.02  5.03  5.04

3:45 P.M. CONCURRENT SESSIONS VI  
 6.01  6.02  6.03  6.04

**For More Information:**  
Call 800-546-3750 or send e-mail to [information@privacyassociation.org](mailto:information@privacyassociation.org). Visit our website at [www.privacyassociation.org](http://www.privacyassociation.org).

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*The Second Annual Privacy &  
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# The Second Annual Privacy & Data Security Summit

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