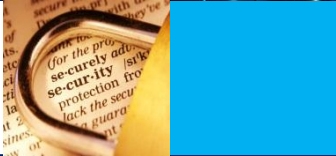




# Personal Data Protection Act 2012

## What You Need To Know In Order To Put Together A Compliance Programme



Wednesday & Thursday  
21 & 22 November 2012  
Concorde Hotel  
Kuala Lumpur

**EARLY BIRD DISCOUNT!**  
**Save RM200** when you register before 24 October 2012!

### Introduction

Personal Data Protection Act 2012 - What You Need To Know In Order To Put Together A Compliance Programme.

- Understand the objective of data protection as a concept and what it seeks to regulate
- Learn about breaches of personal data, the scale of the problem and its implications
- Understand the impact of the newly enacted Malaysian Personal Data Protection Act 2010 and its implications for your organisation
  - your legal obligations
  - the rights of your customers and employees
  - the penalties applicable
  - the powers of the Personal Data Protection Commissioner
- Learn practical steps to ensure best practices in relation to data protection in your organisation
- Work through specific data protection issues and case studies in order to get a better understanding of the Act
- Work through various strategies recommended for compliance with the Act

### Who Should Attend

- Chief Executive Officers
- Managing Directors
- Lawyers
- Corporate Counsels
- HR Directors and Managers
- Marketing Directors and Managers
- Data Protection Officers
- Compliance Officers
- IT Directors and Managers
- Auditors
- Data Collection Officers
- Outsourcing service providers

### Methodology

Various methods will be used during the Workshop in order for participants to gain a better understanding of the complexities relating to data protection, e.g. case studies, group exercises, the use of videos.

### Program Outline

#### Day One – Wednesday 21 November 2012

**8.30am:** Registration and Morning Coffee

**9.00am:** Chairperson's Address

**9.15am:**

#### **Privacy From A Global Perspective**

- Introduction to privacy laws globally
- Current international legal developments relating to privacy (tbc.)

**10.15am:** Tea Break & Networking

**10.45am:**

#### **Privacy From A Global Perspective (cont.)**

- Case studies involving Sony, Google and Facebook
- Privacy developments within ASEAN
- Pending amendments to the EU privacy regime and its impact on Malaysia

**12.30pm:** Networking Lunch

**2.00pm:**

**The Malaysia Personal Data Protection Act (PDPA)**

- Overview of the PDPA
- The scope and ambit of the PDPA
- Critical PDPA terms defined
- Parties affected by the PDPA (tbc.)

**3.30pm:** Tea Break & Networking

**4.00pm:**

**The Malaysia Personal Data Protection Act (PDPA) (cont.)**

- The PDPA principles
- Individual case studies involving the principles
- Exemptions under the PDPA

**5.00pm -** End of Day One

**Day Two – Thursday 22 November 2012**

**8.30am:** Registration & Morning Coffee

**9.00am:**

**Rights, Obligations And Liabilities**

- Rights of "data subjects" under the PDPA
- Registration of "data users" with the Commission
- Statutory options available to "data users" in order to mitigate effect of PDPA

**10.15am –** Morning Coffee

**10.45am:**

**Rights, Obligations And Liabilities (cont.)**

- The role of the Commissioner and Commission
- Investigation and enforcement of the PDPA
- The penalties that may be imposed in the event of a breach
- Liability of the organisation and specific officers

**12.30pm –** Networking Lunch

**2.00pm**

Specific Issues Arising

- PDPA and employment issues
- Data processors and outsourcing
- Types of consent
- Direct marketing
- Disclosure of personal data to 3rd parties
- Destruction and retention of personal data

- Data access requests and complaints
- Transferring personal data abroad
- Date of the PDPA coming into operation

**3.30pm –** Tea Break

**4.00pm:**

**Steps Toward Compliance**

- Conducting a PDPA audit
- Policies, contracts and notices
- Data protection compliance officers
- Training
- Modification of business processes

**5.00pm –** Closing Remarks & End of Day Two

**About The Speaker**

Deepak Pillai, a partner of Haryati Deepak, has been active on the Personal Data Protection (PDP) front since 1999, when the first PDP Bill was circulated by the Government of Malaysia to all industries potentially affected by the PDP. At that time, he represented PIKOM (the National ICT Association of Malaysia) and was responsible for drawing up the legal response to the proposed Bill, which was subsequently presented to the Ministry of Energy Communications and Multimedia (as it was known then). He also represented PIKOM at several industry dialogues relating to the PDP. He has since spoken regularly at several governmental and private forums, e.g. the Malaysian Judicial and Legal Institute and Asia Business Forum, on personal data protection and its potential ramifications for Malaysian data users and data subjects. Deepak Pillai has also participated in consultations with the Malaysian Communications and Multimedia Commission on the regulation of unsolicited commercial messages in 2003, which is indirectly related to the issue of personal data protection. Just prior to the passing of the PDP Act, Haryati Deepak was appointed by the Multimedia Development Corporation (MDeC), the steward of the Multimedia Super Corridor (MSC), to brief MSC status companies on the anticipated impact of the PDP Act and to gather their feedback, which was then tabled as a report to MDeC. On the PDP Act being passed, he was invited by MDeC to present at the MSC Malaysia Personal Data Protection (PDP) Conference in July 2010, where he and a distinguished panel of speakers, including personal data commissioners from Hong Kong and Australia, addressed the impact of the PDP Act on data users, data subjects and data processors. Deepak addressed the topic of the impact of the PDP Act on data users and data processors as well as the likely measures which they would need to deploy. Other than this, he has also been invited to talk on the PDP Act to several banks, telecommunication companies and listed corporations. Since July 2010, Haryati Deepak has been appointed by several financial institutions and multinational corporations to assist them with the implementation of the PDP Act within their organisations. This work is currently on-going. Haryati Deepak is also currently engaged in consultations with several industry associations and listed telecommunication companies in respect of their obligations pursuant to the PDP Act and the necessary strategies to deal with them.

### Registration Fee Details

Early Bird Fee **RM1350**

Regular Fee **RM1550**

**\* Early Bird Expires 24 October 2012!**

Closing Date of Registration: 20 November 2012

### Delegate Details

Delegate 1  
Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Delegate 2  
Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Delegate 3  
Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Approving Managers Details

Mr / Ms / Mrs: \_\_\_\_\_  
Position: \_\_\_\_\_  
Department: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Company Stamp:  
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### VENUE DETAILS:

**Concorde Hotel Kuala Lumpur**  
2 Jalan Sultan Ismail  
50250 Kuala Lumpur  
T: (603) 2144 2200 | F: (603) 2144 1628

### Personal Data Protection Act 2012

21 & 22 November 2012, Concorde Hotel KL

### Payment Methods

Cheque (Please make cheque payable to **JSK Events Sdn Bhd**)

Telegraphic Transfer

Account Name	JSK Events Sdn Bhd
Name of Bank	HSBC Bank Malaysia Berhad
Account Number	352 – 490775 - 101
SWIFT Code	HBMBMYKL
Address	Ground Floor Wisma UEP Jalan USJ 10/1A 47620 Subang Jaya, Selangor DE Malaysia

### Ways To Register

To register for the course, fax, email or mail this entire page to:

Fax: (603) 5631 0280

Tel: (603) 5879 6554

Email: [info@jskevents.com](mailto:info@jskevents.com)

Mail: No 139, Jln SS 17/1A 47500 Subang Jaya,  
Petaling Jaya, Selangor DE Malaysia

### Terms & Conditions:

- 1) Registrations will be confirmed upon receipt of your completed Registration Forms
- 2) Full payment must be made before the date of the seminar.
- 3) If you are unable to attend the cost, a substitute delegate is welcome at no extra cost.
- 4) For cancellations received in writing more than 7 working days prior to the course, a full refund will be made. Regretfully, no refund can be made for cancellations less than 7 working days from the date of the course and the amount remains payable. A complete set of course documentation will be given.
- 5) All speakers and topics are correct at the time of printing. JSK Events Sdn Bhd reserves the right to substitute speakers and cancel or alter the content and timing and venue of the program for reasons beyond its control.
- 6) Where group discounts are applicable, delegates must sign up collectively.
- 7) For payments on or after the day of the event, a Letter of Undertaking (LOU) must be provided.

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