



Privacy Laws - Demystified

Half day Seminar: Make Privacy Laws Work for You

Complementary
Privacy
Compliance
Express Planner

As a consumer, each time you make a purchase, you reveal information about yourself. This information, if misused, can damage your reputation, adversely affect your credit rating, and even cause you to be denied services. As a business, the pressure of compliance with privacy laws is on you. Even if you only collect customer names, addresses and phone numbers, privacy laws still apply to you. Breaking the law can be costly. This half-a-day primer will cover all aspects of the newly implemented PIPEDA and how it will affect you as a consumer, employee and business owner. Participants will be provided with resources and an Express Assessment Survey.

You will learn

As a consumer:

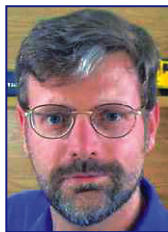
- Protect your family's privacy with the PIPEDA
- Three preventive measures you must take...now!
- Get rid of annoying marketing calls and junk mail
- Outsmart identity thieves
- What to do if your privacy is breached

As a business:

- Get more business by complying with privacy laws
- Save thousands of dollars in legal and consulting fees
- Keep the privacy watchdogs out of your business

Instructor

Mario Morel – President, YourPrivacy. A frequent speaker at events and conferences, Mario is a privacy expert who has 15 years of experience in information security and privacy. He provides advanced privacy consulting services with a focus on privacy legislation, the nature and use of customer information, the disclosure of personal data in marketing, and privacy infrastructures.



Who Should Attend:

Anyone who feels strongly about his or her privacy rights. Business people who want to make privacy a strategic asset.

Date:

April 26, 2004.

Location:

The Institute of Chartered Accountants of Ontario, 69 Bloor Street East, Toronto.

Time:

9:30 a.m. - 1:00 p.m.
(registration and refreshments at 9 a.m.)

Fee:

\$185.00 per person including taxes; second attendee from the same company or a SIP Member gets 15% discount.

Registrations received by February 15, 2004 will also receive a 15% discount.

Registration:

Go to our web site and pay online (credit card payment) <http://www.sipgroup.org/symposiums/privacy-symp0404.html>

Alternatively, Complete the form below, detach it and mail it with your cheque to the address provided. Also send an email to:

rsvp@sipgroup.org

Questions?

Phone: (416) 891-4937 or email: rsvp@sipgroup.org

Name _____ Telephone _____ Email _____

Title /Function _____ Organization _____

Payment enclosed \$ _____ (Mail it to the address above) *SIP reserves the right to change/cancel/ modify program and restrict/refuse registrations.*

Signature _____ Date _____