



Electronic
Financial
Services
Council

ELECTRONIC FINANCIAL SERVICES COUNCIL PRESENTS

HOW TO DRAFT YOUR PRIVACY POLICY

LEARN FROM THE NATION'S LEADING FINANCIAL SERVICES FIRMS
Plus **Q&A** WITH THE REGULATORS

Washington, D.C. ■ June 12, 2000 ■ Park Hyatt Hotel

The Electronic Financial Services Council (EFSC) is pleased to present *How to Draft Your Privacy Policy*, a workshop designed to provide practical advice to companies for coping with the new privacy requirements. Industry executives, legal experts and Federal regulators will gather for a one-day workshop to discuss the new rules, the methods for drafting and enforcing a corporate privacy policy, their experiences in implementing privacy policies and the prospects for additional legislative/regulatory privacy initiatives. The workshop will occur in conjunction with the 2000 Annual Meeting of the EFSC, and participants in the workshop are welcome to attend an open session of the Annual Meeting at a working breakfast the morning following the workshop.

This workshop will be of interest to companies engaging in business-to-consumer transactions on-line or off-line, especially banking, insurance, mortgage and consumer loan, investment and other financial services companies, businesses that process financial information, and technology firms that enable or enhance e-commerce. **Who should attend:** Presidents/CEOs, General Counsel, Chief Information Officers, Chief Technology Officers, Corporate Privacy Directors and other corporate officers.

The EFSC was founded by Intuit, GE Capital Mortgage, Microsoft and Countrywide in December 1998. Its mission, as a national trade organization, is to promote legislation and regulation designed to ensure that electronic commerce continues to revolutionize the availability and delivery of financial services. The EFSC provides a forum for its members to formulate and to advocate positions on public policies affecting the offering of financial products and services in e-commerce. The EFSC also monitors Federal, state and international developments and provides its members with analyzes of changes affecting the electronic delivery of financial services. Further information about the EFSC and its activities is available at www.efscouncil.org.

EFSC MEMBER COMPANIES:

INTUIT ~ GE CAPITAL MORTGAGE ~ MICROSOFT ~ COUNTRYWIDE
CENDANT ~ CHASE MANHATTAN MORTGAGE ~ CITIGROUP ~ CREDITLAND ~ E-LOAN ~ ESURANCE
FIRST AMERICAN FINANCIAL CORPORATION ~ FREDDIE MAC ~ GHR SYSTEMS ~ GMAC MORTGAGE ~ LENDER'S SERVICE
LENDING TREE ~ THE PRINCIPAL FINANCIAL GROUP ~ SIGNONLINE ~ UNITED GUARANTY/AIG
ULTRAPRISE CORPORATION ~ WELLS FARGO/NORWEST MORTGAGE ~ XPEDE

REGISTRATION INFORMATION



THE ELECTRONIC FINANCIAL SERVICES COUNCIL (EFSC) PRESENTS: HOW TO DRAFT YOUR PRIVACY POLICY. The workshop will take place on Monday, June 12 at the Park Hyatt Hotel, 1201 24th Street, N.W., Washington, D.C. The registration fee for EFSC members is \$250; for non-members, \$450. Checks should be made payable to the EFSC.

To register, mail the registration form to the EFSC, 1717 Pennsylvania Avenue, N.W., Suite 500, Washington, D.C. 20006 Attn: Beatina Coe. Or, **fax** to Beatina c/o the EFSC at 202-331-9330. Queries and registration by **e-mail** may be forwarded to Beatina at bcoe@gph.com.

Cancellations: Cancellations received by June 6, 2000 will be issued a refund, less a \$100 administrative fee per registrant. Substitutions may be made at any time.

Accommodations: Please make your reservations directly with the Park Hyatt Hotel by calling 202-789-1234. A corporate conference rate of \$219.00 (plus applicable taxes) has been negotiated with the hotel, based on availability.

EFSC Membership: For more information on joining the EFSC as a member, please contact Peter F. Simons at 202-974-1008 or via e-mail at info@efscouncil.org.

HOW TO DRAFT YOUR PRIVACY POLICY

A one-day workshop

Learn from the Nation's Leading Financial Services Firms
Plus Q&A with the Regulators

MONDAY, JUNE 12

7:30 am – 9:00 am **REGISTRATION**
Park Hyatt Hotel – Washington, D.C.

OPENING SESSION

9:00 am – 10:00 am **THE RULES OF THE ROAD: THE LEGAL LANDSCAPE FOR THE PRIVACY OF FINANCIAL INFORMATION**

- The Changing Federal Regulatory Environment
- Who is Covered Under the New Privacy Laws?
- Coping with Multiple State Privacy Rules
- The European Union's Privacy Directive

SECOND SESSION

10:15 am – 12:15 pm **YOUR PRIVACY TOOLKIT: DRAFTING A PRIVACY POLICY... AND ENSURING THAT YOUR COMPANY FOLLOWS IT**

- Establishing the Parameters of the Privacy Policy
- Surveying Your Current Data Gathering and Sharing Practices
- Integrating Your Technology Personnel into the Process
- Unique Issues for Companies Doing Business Online
- Should Multi-Business Entities Have Multiple Policies?
- Creating a Special Privacy Task Force for Your Company
- Establishing an Audit Regimen and Monitoring Compliance
- Do You Need a Privacy Czar?

12:30 pm – 1:30 pm **LUNCH**
Luncheon Address on "The Politics of Privacy"

THIRD SESSION

1:45 pm – 2:45 pm **ROUNDTABLE DISCUSSION: THE VIEW FROM THE OFFICE OF THE GENERAL COUNSEL**

- Managing the Internal Process for Developing a Policy
- The Role of the General Counsel in Privacy Discussions
- Ongoing Responsibilities for a Company and Its Officers
- Special Concerns for Very Large – and Very Small – Firms
- Litigation Risks and Contending with Class Action Suits

FOURTH SESSION

3:00 pm – 5:00 pm **AN OPEN FORUM WITH THE REGULATORS ON PRIVACY**

- Questions Regarding the Regulations
- How Will the New Rules Be Enforced?
- What Constitutes an Unfair Trade Practice?
- What is the Legitimate Role of Self-Regulation?

5:30 pm – 7:00 pm **EVENING COCKTAIL RECEPTION**
Remarks at 6:00 p.m. from a Member of Congress

End of Official Program for Privacy Workshop

TUESDAY, JUNE 13

Open EFSC Session

8:30 am – 10:00 am **BREAKFAST DISCUSSION: THE ROLE OF THE EFSC AND ITS MEMBERS IN FACILITATING E-COMMERCE**
(All participants in the privacy workshop are welcome to attend)

End of Public Portion of 2000 Annual Meeting

Closed EFSC Session (EFSC Members Only)

10:30 am – 1:00 pm **ELECTRONIC FINANCIAL SERVICES COUNCIL: 2000 ANNUAL MEETING**

- Opening Address by the President of the Council
- Summary of EFSC Accomplishments in 1999-2000
- The Election of New Officers for 2000-01
- Additional Corporate Business

LUNCHEON DISCUSSION:
Increasing the Pace of Reform: Objectives for 2000-01

End of 2000 Annual Meeting

Additional information on the Privacy Workshop and the 2000 Annual Meeting is available on the EFSC website at www.efscouncil.org

REGISTRATION FORM

✓ **YES!** Please register _____ person(s) for the workshop **How to Draft Your Privacy Policy** at the EFSC **member rate of \$250** per person.

✓ **YES!** Please register _____ person(s) for the workshop **How to Draft Your Privacy Policy** at the EFSC **non-member rate of \$450** per person.

Name _____ Title _____

Company _____ Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Additional Registrants *(attach separate sheet if necessary)*

1. Name & Title _____

2. Name & Title _____

3. Name & Title _____

MAIL OR FAX THIS FORM, OR E-MAIL YOUR INFORMATION TO:

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