



A Call to Privacy Executives... To Join *P&AB's* Privacy Leadership Group!

Participate in a comprehensive, integrated program that delivers ongoing information and resources to Privacy Executives.

Who Should Join?

Executive and management level Corporate Privacy, Data Protection, Information Management, Compliance, Government Relations, and HR Information Officers will benefit from membership in *P&AB's Privacy Leadership Group*.

The 2006-2007 Privacy Leadership Group (PLG) Benefits Package

P&AB has developed a comprehensive, ongoing program of distinctive resources to support Privacy Officers and those whose position demands expertise in all areas of privacy. This Program will assist you in successfully meeting their challenging responsibilities. As PLG member, you will be entitled to receive a superb blend of the best resources only *P&AB* can offer:

- Receive eight of our periodic trend reports:
 - Consumer Privacy Litigation Report (published 2x a year)
 - Privacy Survey Round Up
 - State Legislative Trend Report and Analysis (published 2x a year)
 - Global Privacy Trend Report (published 2x a year)
 - Human Resources Privacy Report
- Unlimited subscriptions to *P&AB's* Electronic Newsletter, the most often cited and respected national publication on business and consumer privacy issues today which you can arrange to have distributed throughout your organization.
- Unlimited subscriptions to *P&AB's* Electronic NewsFlash, an email news and information service which provides bi-weekly analysis, commentary, and news alerts on privacy and data protection events worldwide and a look at what the advocacy community is doing.

Use *P&AB's* Outstanding Services:

- Access for two employees to *P&AB's* Privacy Policy Database – the most comprehensive database of privacy notices and policy statements, which is searchable by industry, company, topic and techniques. The database will allow privacy officers to benchmark their

own company's privacy status from many standpoints and to provide usable and adaptable models.

- A subscription to ISPI Clips for one. This is a daily email round-up of privacy news articles from the U.S., Canada and around the world.

Participate in *P&AB*'s Landmark Tele/Web Conferences

2006-2007 promises more of the same invaluable meetings, offering up to the minute information from the leaders who are calling the shots. The FACT Act, Data Breaches, Personalized and Electronic Medical Records, RFID and Privacy – just to name a few – are all topics for the 2006-2007 Tele/Web Conference schedule. Moderated by *P&AB* and other privacy leaders, these meetings will connect PLG members to the people who are shaking up the world of privacy. PLG members are entitled to two free admissions to all Tele/Web Sessions held during their membership.

Forecasting The New Challenges for 2006-2007

P&AB's 2006-2007 PLG program will focus on identifying new privacy-related legislative and regulatory initiatives and how these will affect business interests. The reports, publications, and Tele/Web Sessions available to *P&AB* PLG members will examine topics privacy leaders should consider so they may support the right balance between legitimate consumer and employee privacy interests and effective consumer and employee relations.

Some of the new challenges *P&AB* will specifically address are:

- Revisions to the HIPAA Privacy Rules now in the works after more than a year of operation, including rule-reform and clarification of HHS interpretations of rules that are having unnecessary adverse effects on consumer and healthcare operations
- Ongoing changes in privacy standards and procedures for corporate compliance with Homeland Security
- Concerns regarding demands by business for the supplying of consumer-personal-information and similar rules and procedures for widening employee background investigations
- Developments resulting from the FACT Act and its various components
- The creation of global data protection requirements and the enactment of comprehensive data protection laws affecting U.S. multinationals in both their consumer and employee data handling and cross-border transfers
- Development of new EU activities
- The shift to an opt-in world of consumer marketing
- Global outsourcing

PLG Program Mission in 2006-2007

The 2006-2007 PLG Program looks at specific privacy developments as they evolve, follows trend lines, and takes up the key operational issues – problems, processes and solutions. To create each component of its **PLG** Program, **P&AB** employs skillful research from **P&AB** experts, draws on the expertise of business leaders, and engages those in the privacy community who are addressing core issues in instructive ways.

Based on addressing the above issues and opportunities – and others that we at **P&AB** anticipate – the benefits chart page shows the meetings, publications, and programs that the PLG Program will deliver in 2006-2007.

Due to the constantly changing landscape of the business privacy world, we think that membership in the PLG is even more critical for privacy professionals now than in the past. We would welcome your membership, and look forward to talking with you.

Other Benefits

Your role as the “go to” person is enhanced by being able to distribute the benefits of PLG Membership throughout your organization. For some member organizations, all the divisions which benefit from PLG membership might contribute to the membership fee. Also, **P&AB** is a non-profit entity and your membership grant may be tax-deductible.

P&AB PLG Benefits List

P&AB's National Virtual Conference Series

2 admissions to each Tele/Web Session held during duration of PLG membership (please visit www.pandab.org for upcoming Tele/Web Session topics and dates)

Information Services

Access for 2 employees to **P&AB's** Privacy Policy Database
1 subscription to the ISPI Clip email service

Publications

8 trend reports (see calendar below for topics and availability)
Unlimited subscriptions to **P&AB's** Electronic Newsletter (12 issues per year)
Unlimited subscriptions to **P&AB's** Electronic NewsFlash (delivered 2x a month)

2006-2007 PLG Publication Delivery Calendar

JAN	FEB Global Privacy Trend Report	MAR States Privacy Legislation Trend Report	APR Consumer Privacy Litigation Report	MAY	JUN HR Privacy Report
JUL	AUG	SEP States Privacy Legislation Trend Report	OCT Consumer Privacy Litigation Report	NOV Global Privacy Trend Report	DEC Consumer Privacy Survey Round- Up

Please complete and return the Membership Form on the next page to enjoy the benefits of PLG membership TODAY!



Privacy Leadership Group (PLG) Membership Form

FAX to (201) 996-0488

- My organization is interested in learning more about *P&AB's PLG Program*.
- My organization would like to join *P&AB's PLG Program*.

Company _____

Contact Name _____

Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Total Cost of Program: \$7,500

Method of Payment

- Enclosed Check
- Credit card Amex Visa MasterCard

Credit Card Number: _____ Expiration Date _____

Signature: _____

For questions contact Lorrie Sherwood or Diane Gamgochian, Corporate Projects, at (201) 996-1154 or email info@pandab.org