



## ***PRIVACY & AMERICAN BUSINESS'S GRANTOR PROGRAM 2006 - 2007***

***FOR THOSE ORGANIZATIONS DEDICATED  
TO EXCELLENCE IN PRIVACY***

### **ABOUT THE *P&AB* GRANTOR PROGRAM**

In a world of powerful privacy advocates calling for privacy measures that could deeply harm good consumer business relationships, ***P&AB*** is the one authoritative and balanced voice business turns to for information and support.

Any company that markets, provides services or products, self-insures its employees, has branches outside the U.S., and collects any consumer or employee data must face the challenges posed to privacy and data security on a daily basis. ***P&AB*** is the credible source that works toward creating a balance between consumer and business interests.

Whether it is a new report on consumer privacy attitudes, federal and state privacy activity, global privacy trends, or the latest privacy court cases, the work done by Dr. Alan Westin and ***Privacy & American Business (P&AB)*** has, over the years, become a resource for top executives and governments leaders. Companies use this work as a benchmark to assess their own privacy standards.

### **BECOME A GRANTOR**

In order to help continue this work effectively, ***P&AB*** invites you to join its Grantor Program. ***P&AB*** Grantors are companies that:

- Demonstrate commitment to privacy values
- Understand the need to provide privacy and security training throughout an organization
- Provide institutional support for a credible and respected privacy program
- Cultivate a business-consumer relationship in which consumers' privacy concerns are addressed effectively and in a timely manner
- Understand that sound privacy policies are good business
- Support research and development of informational resources

Your organization possesses these qualities. We invite you to join ***P&AB's*** Grantor Program and assist us in furthering the work we do.

### **Grantor funds support:**

- Conducting survey research and analysis for a true understanding of consumer and employee attitudes toward business and employers information practices.
- Efforts to provide Grantors and the privacy community with prompt alerts and expert analysis on the state of play in the privacy arena, including what is going on in the states, the courts, at the federal level, in other companies and around the globe.
- Collecting case studies on how businesses across all industries are approaching the privacy challenges they face daily.
- Enabling **P&AB** staff to continue to update [www.PrivacyExchange.org](http://www.PrivacyExchange.org), a one-stop resource for privacy practitioners, journalists, and academicians around the world.
- Making contacts with the media to tell a balanced story about how today's companies are treating consumer and employee data, and the procedures in place to protect their customers from ID theft.
- Continued development of publications useful to new and existing businesses

### **Some Topics *P&AB* Covers:**

- The role of the Federal Trade Commission, the Executive Branch, U.S. Courts, States and other government organizations in privacy
- Identity Theft: The latest scams; and the laws being enacted to curb this rising crime in the U.S. and abroad
- Identity Management: How companies and governments are protecting themselves and their customers and citizens
- The FACT Act: How business is responding and how it is working for consumers
- Outsourcing and what it means for U.S. companies
- HR Privacy: Employee monitoring and employee data transfers outside the U.S
- Homeland Security: Government requests for consumer and employee data and how companies should respond; the creation of a U.S. traveler system
- Health Privacy: Electronic Health Records – the next big thing – and HIPAA
- Wireless privacy: Mobile marketing, the directory and privacy
- Permission Marketing: Faced with Do-Not-Call, CAN-SPAM, new options for companies
- The relationship between the CIO and the Privacy Officer in privacy management and data security

## **BENEFITS**

Grantors are privacy leaders who support the important and unique work done by **P&AB** staff under the direction of Dr. Alan Westin. This Grantor Program offers much more than being involved in groundbreaking privacy work, it provides concrete high-value products and services directly to staff and executives of Grantor organizations.

### ***Attendance at:***

#### **✓ *P&AB's National Virtual Conference Series Sessions***

**P&AB** is working to bring you the news AS IT HAPPENS via a series of interactive Tele/Web Conference sessions, which over the course of an entire year become our National Virtual Conference. With travel budgets down, we think this is a convenient way to understand the emerging events that will affect your bottom line. This year promises more of the same invaluable meetings, offering up to the minute information from the leaders who are calling the shots. The FACT Act, Personalized Medicine, HR issues in the real privacy world, Homeland Security – just to name a few – are all topics for these sessions. Moderated by **P&AB** and privacy leaders from a variety of industries, these meetings will connect Grantors to the people who are shaking up the world of privacy and addressing the hot button topics and challenges.

*This service is open to five Grantor participants for each Tele/Web, with nominal fees for additional attendees. Each Grantor Organization is shown as a sponsor of all Tele/Web sessions.*

### ***Full information services:***

#### **✓ *Daily Desktop Privacy News Clipping Service***

Prepared by the Institute for the Study of Privacy Issues (ISPI), this business privacy clipping service brings the stories that make the day's national and global privacy headlines, drawn from media sources around the world to your email inbox.

*One subscription per Grantor organization.*

#### **✓ *P&AB's Consumer Privacy Litigation Report***

Developed exclusively for privacy professionals, this report follows the action and analyzes the privacy issues brought to the U.S. courts. Over the past few years, there has been an onslaught of privacy class action and other lawsuits with high financial stakes and huge verdicts already, or about to be, awarded against companies.

*Two reports per Grantor organization.*

#### **✓ *Privacy Legislation in the States Report***

States have been actively considering and enacting privacy legislation. Concerned with business practices and unlawful acts that directly impact consumers' lives, state lawmakers are focusing on identity theft, aggressive marketing (spam) and extensive uses of credit reporting information and credit scores. This Report examines current state activity and what the future may bring.

*Two reports per Grantor Organization. No charge for additional issues.*

✓ **The Global Privacy Trend Report**

Written by **P&AB's** experts who follow international privacy issues, this report captures the dynamics of the evolving global privacy climate. It covers a wide range of key topics, across all countries, with very smart summaries. It is both informative and comprehensive in scope and offers a baseline for understanding how key U.S. privacy issues are resonating around the world, often with different effects.

*Two reports per Grantor Organization. No charge for additional issues.*

✓ **Consumer Privacy Survey Round Up Report**

What do the consumer privacy surveys tell business executives and legislators about consumers' understanding of business information practices and their rising expectations? Which surveys are trustworthy? Let us tell you.

*Two reports per Grantor Organization. No charge for additional issues.*

✓ **PrivacyExchange NewsFlash**

This is an online news and information service available to the Internet community. The **NewsFlash** is a bi-weekly news update on privacy and data protection events worldwide.

*Grantors receive unlimited subscriptions to the NewsFlash. They are also named Sponsors of [www.PrivacyExchange.org](http://www.PrivacyExchange.org), where their logo is posted.*

✓ **Privacy & American Business**

This comprehensive monthly electronic newsletter focuses on the privacy issues affecting business including HIPAA, Homeland Security, the FACT Act, and Identity Theft, just to name a few.

*Grantors receive unlimited subscriptions to the P&AB Electronic Newsletter.*

✓ **P&AB's Privacy Policy Database**

An exceptionally useful tool to develop and tailor privacy policies, allowing companies to review the policies of their peers.

*Grantors receive unlimited access.*

✓ **Advance Access to Reports** (see following page for report delivery calendar)

Receive all **P&AB's** reports, described above, *before* they are available to the public.

**Contact Lorrie Sherwood at P&AB to discuss your participation and further information.**

## 2006-2007 GRANTORS PROGRAM CALENDAR AND BENEFITS LIST

### DELIVERY CALENDAR

|   |                                       |  |  |                                       |   |
|---|---------------------------------------|--|--|---------------------------------------|---|
| JAN   | FEB<br>Global Privacy<br>Trend Report | MAR<br>States Privacy<br>Legislation<br>Trend Report | APR<br>Consumer<br>Privacy<br>Litigation<br>Report | MAY<br>Global Privacy<br>Trend Report | JUN   |
| JUL<br>Consumer<br>Privacy<br>Survey Report | AUG<br>Global Privacy<br>Trend Report | SEP<br>States Privacy<br>Legislation<br>Trend Report | OCT<br>Consumer<br>Privacy<br>Litigation<br>Report | NOV<br>Global Privacy<br>Trend Report | DEC<br>Consumer<br>Privacy<br>Survey Report |

### GRANTORS BENEFITS LIST

#### *P&AB'S NATIONAL VIRTUAL CONFERENCE SERIES*

5 Free Participants to at least 5 Tele/Web Conference sessions  
(additional ad hoc Tele/Web Conference sessions as privacy issues emerge)  
Grantors are shown as sponsors of all Tele/Web Conference sessions

#### SERVICES

Advance reports on *P&AB* surveys  
Access to open and password protected areas on [www.pandab.org](http://www.pandab.org) and [www.privacyexchange.org](http://www.privacyexchange.org).  
Confidential e-mail Grantor alerts  
Unlimited Colleagues receive unlimited access to Privacy Policy Database  
1 Colleague receives daily ISPI Clips

#### PUBLICATIONS

Unlimited Subscriptions to *P&AB's* Electronic Newsletter  
Unlimited Subscriptions to *P&AB's* Electronic NewsFlash  
2 Survey Reports  
2 States Reports  
2 Litigation Report  
4 Global Trend Reports

**CONTACT LORRIE SHERWOOD TO DISCUSS YOUR PARTICIPATION IN THE GRANTOR PROGRAM OR FOR FURTHER INFORMATION. CALL 201-996-1154 OR EMAIL [SHERWOOD@PANDAB.ORG](mailto:SHERWOOD@PANDAB.ORG).**

**IF YOU WOULD LIKE A *P&AB* REPRESENTATIVE TO CONTACT YOU, PLEASE FILL OUT THE FORM ON THE NEXT PAGE.**



# ***P&AB* Grantor Program Information Request Form**

## **FAX to (201) 996-0488**

**My organization is dedicated to excellence in privacy and is interested in learning more about *P&AB's Grantor Program*.**

**Please reach me by (circle one) phone, email, or mail at your earliest convenience. My contact information is:**

**Company** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**For questions contact Lorrie Sherwood or Diane Gamgochian, Corporate Projects, at (201) 996-1154 or e-mail [info@pandab.org](mailto:info@pandab.org)**