



Regulatory Affairs Report 2011

This year witnessed a complete change in the structure of the Regulatory Affairs Committee. For 20 years we had assembled a group of people who collectively kept a watching brief on “all things regulatory”.

This year we reassembled and sought volunteers who had individual expertise in key areas. Those areas and people were as follows:

Data Protection: Hugh Jones, Irish Computer Society

Telecoms: Jayne Kelly-Fox, Eircom

E-Marketing and Social Media: Dan Marculescu , eightytwenty/4D

Postal Affairs: Brian Fay, An Post

Chairperson: Bill Moss, Bill Moss Partnership

This has been quite effective as we feel we have not only kept our members up to date on critical issues, but we have for the first time been able to provide our members with private consultations with our panel on issues directly affecting their business. Several companies have found this feature alone to be the most valuable aspect of IDMA Membership and I would urge more members to avail of the expertise we can provide.

During 2011 we hosted two separate Data Protection seminars, one training day and co-hosted a Data Protection Event with Neopost Ireland. With the radical change in e-marketing (the so-called Cookie Directive), this was the busiest sector this year.

In terms of e-marketing we now have to keep watch on our Data Protection Commissioner's activity regarding Facebook which could have serious effects on all Social Media.

Finally, I would urge any member with expertise in the above areas who would like to be involved with the Reg Affairs Committee to contact me at billm@bill-moss.com.

Oddly enough, as a Committee, we do not actually meet. All activity is channelled through the Chair which greatly saves on Committee members' time.

Bill Moss