



IRISH DIRECT MARKETING ASSOCIATION LTD

PRIVACY 2011 A SUCCESS

Privacy 2011, The Data Protection Seminar hosted by Neopost Ireland and supported by the IDMA was attended by over 70 Business people with a serious interest in Data Protection. It was held on Tuesday 25 May 2011 at Croke Park. The venue proved [to be](#) excellent despite a little fear that President Obama's visit might cause traffic delays.

Indicative of the quality of the seven morning presentations was the fact that almost half of the attendees remained for the two hour afternoon session which was devoted solely to Questions and Answers and break out clinics for one-to-one sessions with the panel of experts.

The presentations will be available to download upon registration at www.neopost.ie in the coming days, however a few notes will give you flavour of the content.

The seminar was opened by the Data Protection Commissioner, Mr Billy Hawkes. The Commissioner continues to get across the simple message, "treat your customer with respect". Additionally, he dealt with the high profile security breaches which Mr Hawkes now sees as the number one issue in Data Protection. He also stressed the importance of avoiding using "out of date lists and data" and the use of "indiscriminate mass marketing".

Joanne Kelly of Mason Hayes and Curran followed, whose presentation included the new E-Privacy Directive which was published on 26th May 2011 and the importance of quality of consent, particularly relating to cookies.

Next to speak was Brian Honan of BH Consulting who was asked to focus on security issues, particularly in light of Mr Hawke's warning.

He stressed that firewalls are no longer the only protection we need to install with the emergence of The Cloud, and the increased use of Memory Sticks, Iphones, Blackberrys etc.

A huge amount of Data is now "outside the office" and must be protected. This was a presentation that we all need to carefully review.

Next up was Darragh O'Brien of Castlebridge Associates whose two presentations bookended the break. Darragh's first half was a lively presentation on Crisis Management. In the handling of too many data breaches the expression "the horse is out of the barn" seems all too relevant. His suggestions on planning practices, and preparation are vital to any organisation interested in avoiding the press these breaches invariably attract.

After coffee, Darragh addressed the concept of "Data as an Asset". There is a history in IT Departments of overstressing the "T" (Technology) and not paying attention to the "I" (information.) Data must be current or it is worse than useless.

One of our hosts then took the platform. Jacob Budd of Neopost asked if we really understood the value of mail. The post is very visible. An Post is trustworthy but is your mailroom? The examples of the dangers of misaddressing or untimely mail were disturbing when in reality prevention is relatively simple.

The morning session concluded with a presentation by Linda Ni Chualladh of An Post's Legal Department, who gave a very entertaining and humorous talk on a very serious and complex issue, the handling of Access Requests, or as Linda says "give me my stuff".

For those who must deal with this issue the presentation is not to be missed.

As Linda repeatedly hammered, why they want "their stuff" does not matter – they usually have the right.

This form of Seminar focusing on Regulatory Affairs is of critical importance and we are very much indebted to Neopost. Feedback from the audience suggested further seminars would be welcomed to ensure Irish businesses are informed and compliant. Watch this space for updates on additional DP seminars.

Notification will be sent to all IDMA members ~~in the coming days~~ with details on how to download the presentations from Privacy 2011.