



The San Diego Chapter of ARMA Presents: Privacy Principles and Data Sharing

Thursday, September 18, 2008

11:30 AM - 1:30 PM

Location:

**County of San Diego
Purchasing and Contracting Office
10089 Willow Creek Rd., Ste. 150
San Diego CA 92131**

The San Diego Chapter of ARMA International is pleased to announce a special presentation on Privacy Principles and Data Sharing. Featured speakers are Pam Dixon, a privacy expert, and John Macaulay, an authority on healthcare identity management. This program will provide an overview of the current statutes and regulations that are confronting organizations with privacy concerns today. Also, key steps to protect sensitive information such as personal identity, credit card, and financial data will be discussed.

Presenters will cover data privacy issues involving:

- Red Flag Rule (FTC) (effective Nov. 1, 2008)
- HIPAA (In regards to security and privacy rule)
- FERPA and the new FERPA Rulemaking
- CFR 21 Part 11 (FDA)
- Confidential Information Protection and Statistical Efficiency Act (CIPSEA)
- Freedom of Information Act (FOIA)
- Data breach: state level laws
- RiskMAPs (FDA)

Pam Dixon - Executive Director, World Privacy Forum

The World Privacy Forum, located in San Diego, is a non-partisan organization focused on conducting in-depth research and consumer education in the areas of technology and privacy. She was formerly a researcher and principal investigator with Denver University Sturm School of Law's Privacy Foundation.

Dixon has authored key privacy studies, including the groundbreaking Medical Identity Theft report (2006), the first major research to be published on the topic and widely considered the definitive report on the topic. She has testified before numerous bodies, from Congressional subcommittees to NCVHS to SACGHS to the California Senate. She

was appointed by California's secretary of health to the California Privacy and Security Advisory Board, where she currently serves as Co-Chair.

Ms. Dixon has written seven books on technology for Random House/Times Books, John Wiley & Sons, Petersons, and others. Her research and writing is frequently quoted in major publications and newscasts such as the New York Times, Wall Street Journal, Washington Post, Business Week, Time Magazine, NBC Nightly News, ABC Nightly News, Good Morning America, and many others.



John Macaulay, M.D.
**Vice President Healthcare &
Life Sciences, Anakam Inc**

John Macaulay, M.D. - Vice President of Healthcare & Life Sciences

With a background as both a physician and an information technology professional, John brings a unique blend of health care and technology expertise to the design of Anakam's product offerings. His business savvy, industry insight, and thought leadership has helped Anakam build a formidable presence within the Healthcare and Life Sciences vertical and he is a nationally recognized and sought after speaker in Health Informatics Identity Management.

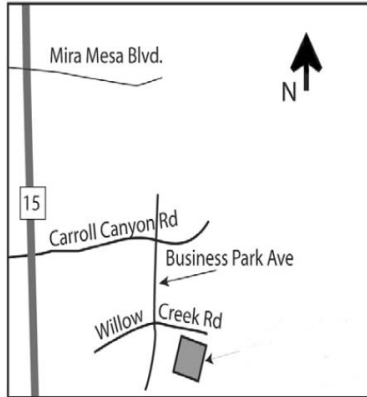
Upon earning his undergraduate degree, acceptance to medical school and completing a distinguished collegiate football career at Stanford University and in the NFL with the Green Bay Packers and on the San Francisco 49ers as a member of the 1984 Super Bowl championship team, John joined Microsoft where his leadership characterized the late 80's growth of this software giant.

John then fulfilled his lifelong dream, entering medical school to become an internist, receiving his medical education and training in the University of California system. After leaving practice in the late 1990's he re-entered the business workforce and leveraged his blend of experience in medicine and technology where his stewardship as a principal vaulted a startup biopharmaceutical company from inception to \$850 million in annual revenue in less than 18 months

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******* Please Note New Location *******

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Parking is behind the building and open to all. Enter thru glass doors into open courtyard – Suite 150 is to the right past elevators.

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*Privacy Principles and Data Sharing***

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**MEETING AGENDA
11:30 - 12:00 AM Registration/Networking
12:00 - 12:15 PM Announcements
12:15 - 1:30 AM Lunch and Keynote Session**

Lunch will be catered by:



To Sign Up: Email form to Alex Fazekas-Paul at ilexmail@gmail.com NO LATER than 3:30 p.m., Monday, September 15, 2008. Cancellations later than 48 hours prior to event and No-Shows will be billed to the person registered. Payment of cash or check payment (only) is required at registration on day of event.

Please pre-register to take advantage of the \$15 savings for Chapter Members!

(please circle)	Pre-Registered San Diego <u>Chapter Member</u> \$20.00	Walk-in Registration San Diego <u>Chapter Member</u> \$35.00	National ARMA or <u>Non-Member</u> \$35.00	Full-time <u>Students</u> \$15.00	Vegetarian <u>Lunch</u> Yes
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******* Includes lunch *******

Name: _____

Organization: _____

Phone: _____ Fax : _____ Email _____

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