

a seminar invitation from

# HILL DICKINSON

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## Data protection issues for the outdoor activity and expedition industry



**Thursday 21 January 2010 9.30am – 1.00pm**

Irongate House, 22-30 Duke's Place

London EC3A 7HX

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# Are you compliant?

As an outdoor activity company or expedition operator, do you know:

- What information you are allowed to hold?
- How long you are allowed to keep information for?
- Who you are allowed to give information to?

These are just some of the questions you should be able to answer. If you can't, we can help.

Leading national law firm Hill Dickinson is hosting an **exclusive** seminar for outdoor activity companies and expedition operators who operate in the UK and overseas.

You will receive a grounding in the core legal issues of this specialist area, such as data use, data sharing, handling complaints and what to do if it all goes wrong...

The seminar will be led by Shelley Thomas, specialist IT and information governance lawyer.

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# Data protection issues for the outdoor activity and expedition industry

## Why should I attend?

It is difficult to open a newspaper without reading about another breach of data protection law. Such breaches can lead to criminal sanctions, civil claims for damages, and damage to your business reputation. This comprehensive seminar will ensure you have a thorough understanding of the basics of the Data Protection Act, provide you with useful tools to take back to your business, and give you the knowledge to ensure that your business is compliant.

## Who should attend?

The seminar is tailored exclusively to outdoor activity companies and expedition operators. Individuals who would benefit from this seminar include:

- Company owners, managers and directors
- Customer service/complaints personnel
- IT directors/managers
- HR directors/managers
- CRM/marketing managers

*Fielding a significant travel team, this firm is praised for its “exceptional experience of crisis and disaster response”. With a particular reputation in the expedition, marine and aviation sectors, the team is “tremendously thorough, whilst also being friendly and approachable - you’d definitely want it on your side if you were facing a crisis.”*

Chambers and Partners Legal Directory 2009

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# Programme

- 9.15am Refreshments
- 9.30am Welcome and introduction,  
**Matthew Davies FRGS**, partner in the travel team and leisure team, head of the outdoor activity and adventure travel team
- 9.40am Basic overview of the Data Protection Act
- 10.00am The Information Commissioner's DVD - a humorous look at some of the issues!
- 10.30am Subject access requests and complaints
- 10.45am Break
- 11.00am Collecting information
- 11.30am Using information
- 12.15pm The consequences of not complying - the scary stuff?
- 12.30pm Industry specific issues and your questions
- 1.00pm Lunch

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# Speaker details and booking

**Matthew Davies FRGS**, head of the outdoor activity and adventure travel team sits on various industry related committees including the Travel and Tourism Lawyers Association, as well as the committee that drafted the new British Standard BS 8848 for safety on overseas visits and expeditions. He is also 'Technical Advisor - Legal' to the Expedition Providers Association. Chambers and Partners Legal Directory 2009 state he's an "exceptional lawyer... immensely thoughtful and commercially astute - he always gives practical and effective solutions to legal issues".

**Shelley Thomas**, IT and information governance lawyer is a member of the outdoor activity and adventure travel team, advising on commercial contracts, terms and conditions, event contracts, intellectual property, data protection and IT contracts for some of the leading names in the outdoor and adventure travel industry. She has recently advised on privacy policies, compliance and breaches of the Data Protection Act.

## How much will it cost?

This half day seminar is £110.00 plus VAT per delegate.

## What is included?

Lectures, course materials, refreshments and lunch.

To secure your place on the course, please complete the attached booking form and return to the RSVP address. Places will be allocated on a first come first served basis.

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# Booking form

Title: Mr/Mrs/Miss/Ms/Dr/Sir

First name:

Surname:

Position:

Organisation:

Address:

Postcode:

Telephone number:

Email address:

I enclose a cheque for £110 plus VAT

I would like you to send me an invoice for £110 plus VAT

Please return your booking form to:

Claire Jones  
Hill Dickinson LLP  
50 Fountain Street  
Manchester, M2 2AS  
claire.jones@hildickinson.com  
0161 817 7285

Please note, your place on the seminar will not be confirmed until full payment has been received.

We may periodically send material about our services, newsletters or other information which we think you may find interesting using the contact details which you have provided. By submitting your information you consent to the collection, storage and processing of your personal information by us in accordance with the Data Protection Act 1998. For more information about the way we handle personal information please visit <http://www.hildickinson.com/privacypolicy.aspx>

By submitting your information you consent to allow us to publish your information on the seminar's delegate list and future marketing material.

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