EUCI is authorized by IACET to offer 0.1 CEU for this program.

EUCI Presents a Web Conference on:

FTC SET TO ENFORCE RED FLAGS RULE
ARE YOU READY?

October 14, 2009 • 2:30 – 4:00 PM Eastern Time
OVERVIEW

Utilities are about to become responsible for their customers’ identity protection. Under the new Red Flags Rule, utilities and other entities that qualify as “financial institutions” and “creditors” with “covered accounts” must have identity theft prevention programs in place that identify, detect, and respond to identity theft “red flags.”

The Red Flags Rule is significant because the category of “creditors” to whom it applies is expansive, and includes any entity, such as a utility company, that regularly defers payment for goods or services or provides goods or services and bills customers later. Furthermore, the term “covered account” includes not only consumer accounts, but also small business and sole proprietorship accounts.

Having a formal program in place that addresses identity theft “red flags” and protects consumer data collected and stored by companies is critical to comply not only with the Red Flags Rule, but also the many data security and breach notification laws around the country. Approximately 45 states and the District of Columbia have enacted data breach notification laws.

The Federal Trade Commission has deferred enforcement of the new identity theft “Red Flags Rule” until November 1, 2009, which means more time to come into compliance, but the deadline for entities to have written identity theft programs in place is fast approaching.

LEARNING OUTCOMES/OBJECTIVES

- Discuss what industries and activities are covered by the Red Flags Rule
- Explain the basic requirements and significance of the Rule
- Discuss related laws, including state data security and data breach notification laws such as the one about to be implemented in Massachusetts that requires companies that store or maintain personal information about a resident to implement a comprehensive written information security program
- Evaluate the penalties for non-compliance

ABOUT THE INSTRUCTORS

Sheila A. Millar, Esq., Keller and Heckman LLP counsels corporate and association clients on e-commerce, product safety, antitrust, contract, insurance and regulatory compliance issues. She assists clients in generating revenues and promoting their brands online through both business-to-business and business-to-consumer activities. Ms. Millar helps clients develop privacy policies, data security and access procedures, manage trans-border data flows, and create training programs to assure national and international compliance. She counsels clients on advertising issues, working on policy questions as well as claims and advertising challenges. Ms. Millar also works with clients to navigate the array of federal and state requirements related to contests and sweepstakes.

Ms. Millar has been closely involved in advocating on the newly-enacted Consumer Product Safety Improvements Act. She counsels clients on risk management and product safety matters for both industrial and consumer products, as well as on compliance with Consumer Product Safety Commission and National Highway Traffic Safety Administration requirements. She has special expertise in all issues related to the sale, advertising and marketing of children’s products. Ms. Millar’s environmental regulatory expertise includes ozone depletion, global warming, clean air matters, energy use, and green claims. She has been involved in the establishment of joint research ventures under the antitrust laws to address environmental issues.

IACET

EUCI has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally.

As a result of their Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

EUCI is authorized by IACET to offer up to 0.1 CEU for this program.

Requirements for completing webinar: Participants must be logged in to the web conference for its entirety to receive continuing education credit.

Methods of Instruction: Web based PowerPoint presentation and on-line interactive question/answer session.
ABOUT THE INSTRUCTORS (CONTINUED)

Tracy P. Marshall, Esq., Keller and Heckman LLP practices in the areas of business counseling and transactional, telecommunications, intellectual property, and Internet and privacy law. Ms. Marshall counsels clients on business entity formation, operation, and governance matters; represents clients in purchase and sale, licensing, marketing, and e-commerce transactions; advises clients on complying with privacy and consumer protection laws, including laws governing advertising, telemarketing, commercial e-mail messages (spam), and contests and sweepstakes; assists clients with drafting and implementing privacy and data security policies and website terms and conditions; counsels clients on responding to data breaches; and counsels clients with regard to trademark registrations and related proceedings.

LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to the start of the event. To log on, you will need a Windows PC with a broadband connection and audio system.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of $195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at (303) 770.8800.

Start Time: 2:30 PM Eastern Time
United States Regional Start Times:
11:30 AM Pacific :: 12:30 PM Mountain :: 1:30 PM Central :: 2:30 PM Eastern
Use the time zone converter (http://www.timezoneconverter.com/cgi-bin/tzc.tzc) to find your correct start time.
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REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to EUCI.

MAIL DIRECTLY TO:
EUCI
5555 Preserve Drive
Greenwood Village, CO 80121

FAX TO: (303) 741.0849

PHONE: (303) 770.8800

ONLINE:
www.euci.com

REFUND / CANCELLATION POLICY

All cancellations received prior to September 25, 2009 will be subject to a US $50 processing fee per web conference per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI conference, publication or web conference. This credit will be valid for six months. No refunds will be given after September 25, 2009 in any case. In case of conference cancellation, EUCI’s liability is limited to refund of the conference registration fee only.

PLEASE REGISTER THE FOLLOWING

Early Bird on or Before October 13, 2009: US $295

☐ Additional Connection: US $245,
Early Bird on or Before October 13, 2009: US $195 each
Number of additional connections: __________________________

☐ Web Conference Presentations Available on CD:
CDs are available 2 weeks after the web conference is complete. The cost per CD is US$295 [add US$50 for international shipments]. Upon receipt of order and payment the CD will be shipped to you.

NOTE: All presentation CD sales are final and are non-refundable.

ENERGIZE WEEKLY
When you sign up for “Energize Weekly” you will receive a new conference presentation each week via email on a relevant industry topic. The presentations are selected from a massive library of over 1000 current presentations that EUCI has gathered during its 22 years organizing conferences.

☐ Sign me up for “Energize Weekly”

How did you hear about this event?
(Direct email, Colleague, Speaker(s), etc.)

________________________________________

PAYMENT METHOD

Please charge my credit card: ☐ Visa ☐ MC ☐ AMEX ☐ Discover Security Code __________________________
Visa and MC cards have a 3 digit code on the signature panel on the back of the card, following the account number. American Express cards have a 4 digit code on the front of the card, above the card number.

Name on Card __________________________________ Signature __________________________
Account Number __________________________________________ Exp. Date ____________
Card Holder Phone Number: ____________________________
Billing Address __________________________________________Billing Zip Code _________
Or enclosed is a check for $ __________________ to cover ____________ connections.