

Personal Data Protection: Big Compliance for “Business Sustainability”

20 Nov 2014 (Thursday) | 2:30 pm to 4:30 pm

Raja Aziz Addruse Auditorium
Straits Trading Building
Unit 2-02A, 2nd Floor
2 Leboh Pasar Besar
50050 Kuala Lumpur

Training Category: General

2 CPD
points

The coming into force of the Personal Data Protection Act 2010 (“PDPA”) on 15 Nov 2013 illustrates strong commitment by both public and private sectors to uphold data protection, privacy and business integrity. However, many organisations do not have any compliance programmes in place. Implementing a holistic compliance programme is crucial in achieving business sustainability and trust.

This seminar will provide a practical guide for the establishment of an effective compliance programme. The outline of the seminar is as follows:

- (1) Introduction;
- (2) PDPA Objectives;
- (3) 11 Misperceptions Realignment;
- (4) Big Compliance Framework;
- (5) Compliance Programme for Business Sustainability;
- (6) “Frozen” Benchmark and Beyond; and
- (7) Conclusion.

About the Speaker

Adjunct Prof Jeong Chun Phuoc (Jeong CP) holds a Master of Laws (“LLM”) degree from the National University of Singapore. He has 14 years of experience and is an advocate of “Big Compliance” as part of his wider “Lawnomics” framework. He is developing “Big Compliance and Big Law” for a better business world.

His approach towards “Big Compliance” was applied throughout his consultative advice inputs to government agencies, government-linked companies, universities, start-up companies, and non-governmental and non-profit organisations. Among his pioneering scholarship was the publication of his book *Personal Data Protection: Cases and Commentary*, a CLJ publication with a foreword by YAA Tun Zaki Azmi, the former Chief Justice of Malaysia. He was a speaker for the Malaysia Economic Diplomacy Series 1/2013 organised by the Institute of Diplomacy and Foreign Affairs (“IDFR”), Ministry of Foreign Affairs, on green technology transfer, and green products and services.

He is a member of the Singapore Academy of Law and the Singapore Computer Society, and a committee member of the International Association of Computer Science and Information Technology, to name a few. He was a lead role player in charting a technology compliance programme in technology transfer and intellectual property-related rights within public-private innovation sector (a project funded by the Prime Minister’s Department) and he presented the findings in Parliament before a Parliamentary Select Committee, chaired by YB Puan Hjh Nancy Shukri, Minister in the Prime Minister’s Department. His PDPA article in the *New Straits Times* (“NST”) entitled “Personal data protection law: enforcement of act is in line with GTP” (NST, Jan 2014) endorses the government’s roadmap to enhance data protection for ease of doing business in Malaysia.

He was recently appointed as Adjunct Professor at a graduate school of management of a private university. He is now a member of the Compliance Initiative at Messrs Azmi & Associates.

Registration fees

Members of the Bar RM80

Non-Members RM150

Pupils in Chambers RM30

CPD Code: T3/20112014/BC/BC141235/2

Registration for the seminar will begin at 2:00 pm

To register and pay online, please click [here](#).

Places are limited and registration is on a first-come, first-served basis.

Cancellations must be made in writing. There will be no refunds for cancellations made after **17 Nov 2014 (Monday)** but substitutions are allowed. The organiser reserves the right to modify, cancel or postpone the event, should circumstances arise that make such action necessary, whereupon all registration fees paid will be refunded.

Points for the Continuing Professional Development (“CPD”) Scheme will not be awarded to Members of the Bar who arrive more than 15 minutes late, are not present throughout the event, or leave before its scheduled end.

Please direct all correspondence (including completed registration forms and proof of payment) and enquiries to:

Mohd Fazli Rosman (03-2050 2105); or

Vilashini Vijayan (03-2050 2095)

Email: cpd@malaysianbar.org.my

Fax: 03-2050 2112

Organised by
Bar Council Continuing Professional Development Department



** Please note the new location of the Raja Aziz Addruse Auditorium.*

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I would like to register for the event (all fields must be completed):

Name: _____

☐ Member of the Bar ☐ Pupil ☐ Law Student ☐ Non-Member
(Tick where applicable)

NRIC No (Pupils / Law Students / Non-Members): _____

Email: _____

Membership No (for Members of the Bar only): _____

Name of Firm / Organisation: _____

Address: _____

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Date: _____

Signature: _____

The personal information that you provide to the Bar Council, whether now or in the future, may be used, recorded, stored, disclosed or otherwise processed by or on behalf of the Bar Council for the purposes of facilitation and organisation of this event, research and audit, and maintenance of a participant database for the promotion of this event, and such ancillary services as may be relevant.

Payment options:

- (1) Direct deposit to Hong Leong Bank Berhad, No 9 Jalan Tun Tan Cheng Lock, 50000 Kuala Lumpur (Account: 283-00-00108-6; SWIFT code: HLBMMYKL); or
- (2) Cheque or bank draft, payable to “Bar Council”; or
- (3) Cash payment, at the ground floor of the Bar Council Secretariat.

All payments must be made in advance of the event, and include all bank charges. Registration will be confirmed once proof of payment is provided by email or fax, and full payment is received.

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