Data Protection and Management in Travel Post-GDPR

16 October 2018
London

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Agenda

09:30  Registration, tea and coffee

10:00  Welcome from the moderator
       Farina Azam, Partner, Travlaw

10:10  Data protection in travel: a whistle-stop tour
       • Principles and key definitions
       • Legal conditions for processing data
       • Developing your privacy notices and contracts and dealing with subject access requests
       Farina Azam, Partner, Travlaw

10:45  GDPR – 5 months on for the travel sector
       Simon Bunce, Director of Legal Affairs, ABTA

10:55  Beyond the GDPR deadline
       • Insight into the current work of the ICO and an update on the progress of wider data protection legislation implementation
       Rose Nelson, Senior Policy Officer (Private & Third Sector Engagement), Information Commissioner’s Office (ICO)
       Rick Syers, Senior Policy Officer (Private & Third Sector Engagement), Information Commissioner’s Office (ICO)

11:05  Interview and data surgery with the ICO
       • Common issues in travel including special category data, managing data with suppliers and data in markets outside of the EEA
       Delegates will be invited to submit questions ahead of the event to be discussed by the ICO
       Simon Bunce, Director of Legal Affairs, ABTA

11:40  Tea and coffee break

Putting it into practice – industry case studies

12:10  GDPR compliance case study – the journey so far
       • Key priorities and changes made within the company to comply with GDPR regulations
       • Data protection and the customer journey
       • Building a data privacy culture
       • Cross border challenges
       Neil Paterson, Senior Manager, Data Protection & Privacy, TUI Group

12:30  Special category data
       • Processing special category data and obtaining explicit consent
       • Non-EU citizens having their data processed within the EU
       Mike Ellis, Group Counsel, Abercrombie and Kent

12:50  Maintaining regular data audits
       • Keeping an updated data inventory and mapping new data flows as they develop
       • Performing privacy impact assessments and data protection impact assessments
       Darren Hampton, Data Protection Officer and Director, Privacy, Carnival UK

13:10  Networking lunch

Data protection in practice

14:10  Marketing – what the law says
       • Consent and legitimate interests under GDPR, soft opt-in, profiling
       • Proposed ePrivacy regulation – an update on PECR
       Farina Azam, Partner, Travlaw

14:25  Case study: adapting your marketing in a post-GDPR world
       • Compliance versus marketing – progress so far
       • Growing your database or growing your consent?
       • Data profiling, re-marketing and online tracking
       Emerson Povey, Head of Customer Engagement and E-Commerce, Cosmos

For information on sponsorship and exhibition opportunities please contact Matt Turton on 020 3693 0194 or email mturton@abta.co.uk

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genda

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The conference

This one-day practical event will improve your understanding of data protection, management and security post-GDPR.

Whilst May 25 was the deadline for the General Data Protection Regulation, the reality is that compliance is just beginning. As with any significant new legislation, the text of GDPR leaves open many interpretive questions and businesses will need to address emerging privacy and security threats in the months and years ahead. Compliance is not just a one off exercise, but an ongoing business process that evolves over time.

The travel industry is particularly affected due to the large volume of personal and sensitive data it processes. Attend this seminar to hear travel-related scenarios and practical examples from peers within the travel industry. Hear travel businesses talk about their journey towards compliance and how they have changed the handling of data in their sales, bookings, marketing and supplier contract processes.

Learn how data protection affects different departments within your business including customer complaints, human resources, marketing and finance. Understand what adjustments need to be made to ensure GDPR compliance. Hear about the latest cyber security threats, and how to manage potential security breaches.

Benefits of attending

- Put your outstanding questions to the ICO, ABTA, legal and travel experts
- Receive key updates as the GDPR guidance evolves, and updates on Brexit and the Data Protection Act 2018
- Benchmark your compliance efforts and understand what actions are required to ensure ongoing compliance as well as how to build a data privacy culture in your organisation
- Get instruction on adapting marketing campaigns, bookings and sales processes
- Prevent security breaches, understand best practice for supply chain management including non EU suppliers and safeguard your reputation
- Focused discussion on systems changes to key administration departments and business processes including complaints, HR and finance departments
- Improve customer trust and satisfaction with your company.

Who should attend?

Travel professionals who have a role in handling data and implementing data protection policy. The seminar is designed for large and small companies, including the following teams:

- Directors, CEOs and senior managers
- Legal and compliance teams
- Data protection officers
- HR, operations, finance and customer service teams
- IT and information security teams
- Marketing teams.

14:45  Examples of email marketing under GDPR
- Optimising the performance of e-marketing post-GDPR
  Komal Helyer, Marketing Director, Pure360

15:05  Marketing surgery
- With speakers from the day

15:15  Networking tea and coffee break

15:35  Roundtable discussions: data process across key departments
- Short presentations about how key departments within travel businesses have changed their data management processes, followed by Q & A and moderated discussion. Choose two of the following roundtables lasting 30 minutes each.
  Roundtable 1 – Complaint handling
  Peter Radford, Customer Relations Manager & Data Protection Officer, iglu.com
  Roundtable 2 – Human resources processes
  Dean Medley, Information Security & Data Protection Officer, Cruise and Maritime Voyages
  Roundtable 3 – Sales and booking processes
  David Moon, Head of Business Development, Advantage Travel Partnership
  Roundtable 4 – Supplier management, processes and contracts, monitoring compliance of suppliers
  Christel Cao-Delebarre, Global Privacy Officer, Legal & Compliance, Carlson Wagonlit Travel

16:35  Panel discussion: cyber security and incident response
- Types of cyber-crime and particular risks for travel
- Breach notification – your obligations, who to inform and when
- Cyber risk insurance and what is covered
- How to avoid a breach
  Moderated by Farina Azam, Partner, Travlaw
  Rupert Reid, Managing Director, The Security Exchange Ltd
  Simon Bunce, Director of Legal Affairs, ABTA
  An insurance representative

17:00  Summary and close of event
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How to register
You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.
You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Prices
ABTA Member/Partner  £229 plus VAT
Non-Member/Partner*  £349 plus VAT

*To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join

Group booking discounts
Book three places and get 50% off the third place.
Book five places and get the fifth place free.
This discount will be automatically applied when you book online.

For information on sponsorship and exhibition opportunities please contact Matt Turton on 020 3693 0194 or email mturton@abta.co.uk

ABTA Conferences and Events
ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK’s leading travel association with a membership of around 1,200 travel companies.
Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.
Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

Upcoming events
Essential Guide to Travel Marketing
19 September, London

Business Travel Risk Management Seminar: Protecting Your Travelling Employees
3 October, London

Employment Law for Travel Employers
17 October, London

Consumer Law in the Marketing and Selling of Holidays
8 November, London

The Over 50’s Market
29 November, London