

# Member Network Registration Notice Presentation Series - GTA



## **Privacy by Design for the Financial Professional** *Using technology to protect your business and gain competitive advantage™*

**GTA Presentation Series - Markham • Toronto • Mississauga**

### **Session Overview:**

When privacy is built into your business through the acquisition of the right technology and the adoption of best practices, you maintain professional standards, protect client privacy, improve customer trust, enhance your professional reputation, reduce legal liabilities, create efficient operations and ultimately gain a clear business advantage. In this new seminar, NPC will present the latest ideas in smart computing for CMA professionals and provide steps you can take to build privacy controls into your business.

Privacy by Design principles will be discussed in the context of you running your business in today's hostile computing environment. We will cover the steps we recommend you take to defend your business data, your clients' data, and to avoid common social engineering exploits like phishing attacks.

#### **Understand**

- Principles of Privacy by Design

#### **Learn**

- Using technology to protect your business and gain competitive advantage

#### **Apply**

- Steps you can take to build privacy controls into your business

### **You will learn...**

- Principles of Privacy by Design
- How to use technology to protect your business and gain a competitive advantage
- Steps you can take to build privacy controls into your business

### **Join us as we discuss**

- Identifying and avoiding common social engineering attacks like spear-phishing
- Protecting your online accounts from cybercrime
- Shielding your clients' information from invaders
- Strong passwords/passphrases
- Biometrics
- Enabling your encryption and storage of encryption keys
- Anti-malware software
- Secure Online backup



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## **Who Should Attend**

- 1) CMAs who have a leadership responsibility and want to educate themselves on the fiduciary responsibility their company has to protect the privacy of their clients and employees
- 2) CMAs with Privacy Officer responsibilities
- 3) Independent CMAs who work in smaller firms that do not have formal in-house IT support

## **About the Speaker: Larry Keating – President and CEO, No Panic Computing**

Larry Keating is president and CEO of No Panic Computing. He is recognized as a Privacy by Design Ambassador by the Information & Privacy Commissioner of Ontario – Privacy by Design Ambassadors advocate that privacy be built into systems from the outset; making privacy protection an organization's default mode of operation. Larry has served as founding chairman of the Ministers' Technology Advisory Group for the Province of Ontario; member of the Chair's Advisory Council on e-Government for the Province of Ontario and currently serves as a technical advisor to the Lieutenant Governor of Ontario for the Aboriginal Computer Literacy Program.

As president and CEO of Keating Technologies, Larry has brought more than \$1.3 billion in technology and services to Canadians through his Total Market Management® outsourcing service to the industry's leading high technology companies, and is a 3-time national winner of Canada's 50 Best Managed Companies award.

Larry is a speaker and author on a variety of topics including technology trends, information security and economic opportunity through technology adoption.

## **DATES AND GTA LOCATIONS**

### **MARKHAM – Wednesday, September 7, 2011 (A.M. SCHEDULE – SEE BELOW)**

Crystal Fountain Banquet Hall  
Upper Level Room  
(accessible via stairs – please notify if special needs are required)  
60 McDowell Gate  
Markham, ON L6G 1B5  
905-513-1900

### **TORONTO – Wednesday, September 7, 2011 (P.M. SCHEDULE – SEE BELOW)**

CMA Ontario - Microsoft Dynamics Business Lounge (University Ave./Wellington Ave.)  
70 University Avenue, Ground Floor  
Toronto, ON M5J 2M4  
416-977-7741

### **MISSISSAUGA – Thursday, September 8, 2011 (A.M. SCHEDULE – SEE BELOW)**

Delta Meadowvale Hotel & Conference Centre  
South Studio 3 Room  
6750 Mississauga Road  
Mississauga, ON L5N 2L3  
905-821-1981

\*Complimentary parking is provided. Detailed parking instructions will be given when you receive your event confirmation.

## **TIMING**

<b>A.M. SCHEDULE</b>	<b>P.M. SCHEDULE</b>
7:30 a.m. - 8:00 a.m. - Networking Breakfast (Continental)	11:30 a.m. - 12:00 p.m. - Networking Lunch (Light)
8:00 a.m. - 9:00 a.m. - Presentation	12:00 p.m. - 1:00 p.m. - Presentation / Interactive Q&A
9:00 a.m. - Interactive Q&A	

### **Cost:**

\$35.00 plus HST – Members  
\$40.00 plus HST – Non-Members

### **CPLD:**

2 Credits

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## **REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to fax number 416-977-1365 or [membernetwork@cmaontario.org](mailto:membernetwork@cmaontario.org).

Guests (non-members) may register by email or fax by completing the form below and send it to fax number 416-977-1365 or [membernetwork@cmaontario.org](mailto:membernetwork@cmaontario.org).

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### **REGISTRATION FORM**

Please fax your registration form to 416-977-1365 or scan/email it to [membernetwork@cmaontario.org](mailto:membernetwork@cmaontario.org).  
General inquiries: 416-342-5599 or (800) 387-2991 ext. 192.

#### **Privacy by Design for the Financial Professional – GTA Series – Markham • Toronto • Mississauga**

Name: \_\_\_\_\_ I am a Member: ☐ I am a guest (non-member): ☐

Location: \_\_\_\_\_

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Credit Card (Visa/MasterCard/AMEX): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**No refunds for cancellations within seven days prior to event. You may send a substitute to this event at no charge.**

For a complete listing of District and Member Network events please visit [www.pdi-cma.com/networkingevents](http://www.pdi-cma.com/networkingevents).



**BIGiDEAS 2011**

Malcolm Gladwell  
and other innovators  
October 19-20, 2011  
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