

FORTHCOMING FROM EDWARD ELGAR

Determann's Field Guide to International Data Privacy Law Compliance

Lothar Determann, Baker and McKenzie LLP, US, Free University Berlin, Germany, UC Berkeley School of Law and Stanford Law School, US

Companies, lawyers, privacy officers, developers, marketing and IT professionals face privacy issues more and more frequently. Much information is freely available, but it can be difficult to get a grasp on a problem quickly, without getting lost in details and advocacy. This is where *Determann's Field Guide to International Data Privacy Law Compliance* comes into its own – helping to identify issues and provide concise practical guidance in an increasingly complex field shaped by rapid change in international laws, technology and society.

Determann's field guide focuses on the compliance issues that are likely to be encountered by the majorities of companies. Starting with an overview of the key concepts in the field in order to provide a basic understanding of data privacy, the book offers practical advice on initiating, maintaining, and then auditing a compliance program, with checklists designed to assist this process. The book also gives step-by-step guidance on drafting documentation for data privacy compliance, including notices, consent forms, agreements, protocols, request forms and government notifications, and provides sample documentation to use as a model.

A handy A-Z of data privacy compliance completes the book and gives a concise tour of privacy-related issues, from Advertising to Zip Codes. Lightweight enough to carry around, the book should be on the desk and in the briefcase of every compliance officer and corporate counsel.

Key Features:

- Concise overview of the practical requirements of data privacy compliance
- Step-by-step guide to starting and maintaining a compliance programme
- Advice on drafting documentation gives the user the tools to complete an end-to-end process
- Glossaries of key acronyms and terms help the user to navigate through the field
- Includes sample documentation and checklists to ensure the clearest possible guidance
- Clear structure facilitates quick reference.

'With the proliferation and diversity of privacy risks and international regulatory controls, and the increasingly obvious intersection of data security and privacy, no company can afford to overlook the importance of an up-to-date and well tailored global compliance program. For companies doing business in the cloud or transacting with consumers, a well considered international data privacy compliance program is not only a critical legal and liability control – it's fundamental to earning and maintaining the trust of your customers. In this comprehensive yet concise "field guide," Professor Determann has managed to consolidate an enormous breadth of legal requirements and best practices knowledge into a single, definitive reference that should be quite accessible even to non-privacy professionals. As general counsel of a multinational public company, I consider Determann's Field Guide to International Data Privacy Law Compliance to be a pragmatic and indispensable reference in improving our compliance program, and highly recommend it for anyone looking for clear, practical guidance on establishing or improving their data privacy program!'

– Felix Sterling, Senior Vice President & General Counsel at Trend Micro Inc, Silicon Valley, US



To order this title at a 35% discount from anywhere in the world, please contact us at the website below.

Please quote 'DETE12' when ordering or enter in the discount field on the payment page of our website. Valid until March 31, 2013.

www.e-elgar.com

Or, for orders in North/South America, please contact:

Edward Elgar Publishing Inc.
PO Box 960
Herndon, VA 20172-0960 US
Tel: (800) 390-3149
Fax: (703) 996-1010
elgar.orders@presswarehouse.com

UK and Rest of World, please contact:

Marston Book Services Ltd
160 Milton Park, Abingdon, Oxon
OX14 4SD UK
Tel: + 44 1235 465500
Fax: + 44 1235 465555
direct.order@marston.co.uk
www.marston.co.uk

Elgaronline ElgarOnline is our book and journal content platform for libraries. More information at www.elgaronline.com

In addition our eBooks are available for individuals from the Google ebookstore and eBooks.com and for libraries through eBooks on EBSCOhost, Ebrary, EBL, MyiLibrary and Dawsonera.

For inquiries about purchasing collections email elgarsales@e-elgar.com



**EDWARD ELGAR
Publishing**
www.e-elgar.com

FORTHCOMING FROM EDWARD ELGAR



'Lothar Determann has done a great service to the field of privacy by providing practical, workable advice for a dynamic and challenging issue. This Field Guide will certainly be a valuable, and soon dog-eared, addition to any privacy professional's reference library.'

– J. Trevor Hughes, President and CEO, International Association of Privacy Professionals (IAPP)

'Determann's Field Guide takes the complicated subject of international privacy and breaks it down into helpful topics, checklists and suggestions. The focus on practical advice in an easy-to-use format makes it an ideal reference tool for in-house privacy professionals.'

– Rebecca Matthias, Senior Corporate Counsel, Privacy & Data Protection, VMware, Inc., Palo Alto, US

'Determann's Field Guide to International Data Privacy Law Compliance is an indispensable handbook for international privacy professionals. Written by a star lawyer, it explains how to develop and maintain a corporate privacy compliance program. The book manages both to explain the "big picture" of global privacy challenges and to point out relevant details in a clear and concise fashion.'

– Paul M. Schwartz, Berkeley Center for Law & Technology, University of California, Berkeley School of Law (Boalt Hall), US

'Determann's Field Guide is an insightful practical guide which should be on every privacy practitioner's desk.'

– Daniel Blaettler, Vice President & Associate General Counsel, Verisign, Geneva, Switzerland

'Understanding and having an awareness of international data protection laws is becoming increasingly essential – not just for privacy professionals – but for everyone in our globally-networked and information-driven economy. True to its title, Determann's Field Guide is a smart, pragmatic, highly personal, and often funny reference that makes short work of simplifying opaque concepts and obliterates legal-jargon. In its eminently readable form, it will empower the uninitiated and deepen the understanding of the seasoned professional.'

– Laura Hamady, Senior Corporate Counsel, Regulatory and Privacy, Groupon Inc., Chicago, US

'This book is a timely and welcome addition to the available literature, providing a well structured introduction to the key facets of international data privacy compliance. The guide provides the reader with clear guidance on managing the regulatory risk associated with data privacy compliance, notably in both the EU and the US. The use of checklists and an A-Z chapter are particularly welcome, as is the solution focused approach adopted throughout the guide. I recommend this book as a useful tool for obtaining an understanding of the practical issues thrown up by international data protection compliance.'

– Colin Rooney, Partner, Technology Group, Arthur Cox, Dublin, Ireland

'As the data stored by business entities globally increases at an exponential pace, the legal frameworks and regulations governing such data increase in complexity at nearly the same rate creating an environment of conflicting requirements and unclear obligations. Determann's book Determann's Field Guide to International Data Privacy Law Compliance offers a real-world, practical approach to dealing with the data privacy challenges that in-house counsel face on nearly a daily basis. In particular, I recommend it as a source of invaluable information for those of us operating in multiple jurisdictions.'

– Scott Trainor, VP and Regional General Counsel, APJ, SAP Asia Pte. Ltd.

Contents: Introduction Key Terms Key Concepts The Field Guide 1. Starting a Compliance Program 2. International Data Transfers – Selecting Compliance Mechanisms 3. Drafting Documentation 4. Maintaining and Auditing Compliance Programs 5. Privacy Compliance A to Z Checklist Resources Abbreviations Index

Oct 2012 180 pp

Hardback 978 0 85793 233 4 £65.00 / \$95.00 £42.25 / \$61.75 SPECIAL 35% DISCOUNT!
(To receive discount, please enter promotion code 'DETE12' on the payment page of our website. Offer ends 03/31/13)

FOR MORE INFORMATION, PLEASE CONTACT:

The Sales & Marketing Department
Edward Elgar Publishing Inc.
The William Pratt House
9 Dewey Court
Northampton, MA 01060-3815 US
Tel: (413) 584-5551
Fax: (413) 584-9933
elgarsales@e-elgar.com

www.e-elgar.com

FOR YOUR FREE CATALOGS
elgarinfo@e-elgar.com



Elgaronline ElgarOnline is our book and journal content platform for libraries. More information at www.elgaronline.com

In addition our eBooks are available for individuals from the Google ebookstore and eBooks.com and for libraries through eBooks on EBSCOhost, Ebrary, EBL, MyiLibrary and Dawsonera.

For inquiries about purchasing collections email elgarsales@e-elgar.com



**EDWARD ELGAR
Publishing**
www.e-elgar.com