



Managing Risks Associated with Social Media and Privacy Violations

Conference 2014

10-11 Sept 2014

The Ritz Carlton, Kuala Lumpur

*Opening Ceremony & Keynote Address by YBhg. Dato' Mohamed Sharil Mohamed Tarmizi,
Chairman, Malaysian Communications and Multimedia Commission*

Social Media and Privacy Violations have dramatically altered the way we think and act. Be sure you have marked yourself as “going” for Conference 2014. In addition to these workshops, the two-day event offers many networking opportunities

ABOUT THE CONFERENCE

In an era where advertising is moving increasingly toward the digital sphere, ensure your Company remains competitive and compliant by learning how to legally comply with privacy laws, while developing highly targeted marketing. Claims professionals and risk managers are increasingly seeing the significance of social media in claims investigations and the defense of litigation.

Social media sites are playing a pivotal role in defending claims, what about those uses—or misuses—of social media by insurers that can themselves lead to claims? What other surprises does social media have in store for claims and risk management professionals? Social media is here to stay, and it represents a paradigm shift in how people communicate and share information.

One of the ever-present sources of concern for those with data-related operations is how to overcome the restrictions affecting international data transfers in a cost-effective, sustainable and effective manner.

Lacking data security seems prevalent in the business world whilst personal data needs to be regulated: Privacy as a business driver is a great thing for privacy professionals!

TOPICS AT A GLANCE

- Privacy vs Public's Need to Know - The Mainstream Media Experience
- Data Protection Requirements in Malaysia and Singapore
- Risk and Complexity in 21st Century Organisations
- The 5W+H on Sharing Information in Social Media and Ways to Minimize Risk
- The Risks and Threats of Social Media
- The Impact of the New Personal Data Protection Act on Privacy Violation
- Managing Social Media Risk and Privacy Violations by Towkay Approach
- Managing Employee Risks Arising from Social Media and BYOD for Insurers and Underwriters
- Social Media: The Emergence of the New Liability Networks
- Social Media's Contribution To Big Data – Protecting Your Personal Brand
- Social Media: Risk and Reward
- Security & Privacy Protection and What It Covers and Typically Paid Losses
- Social Media: The Emergence of the New Liability Networks
- Panel Discussion

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