

**Online
Learning**



Course Serial No.: 10001466389

FMM BUSINESS BEST PRACTICES WEBINAR

Data Privacy and Security - Compliance and Customer Trust



- **November 20, 2024
Wednesday**
- **9.00am – 1.00pm**
- **Zoom**

Knowledge Partner

Shearn Delamore & CO

In today's digital age, data has become one of the most valuable assets for organisations. However, with the increasing amount of personal data being collected and processed, the need for robust data privacy and security measures has never been more critical. Non-compliance with data privacy regulations can lead to significant financial penalties, reputational damage, and loss of customer trust.

Compliance / Data Protection / IT Security / Marketing & Sales Managers and Executives will gain the following knowledge at this Webinar:

- Understanding of data privacy regulations
- Practical guidance on building a robust data privacy framework
- Strategies for managing customer trust and reputation



Organiser
FEDERATION OF MALAYSIAN MANUFACTURERS

Knowledge Partner
Shearn Delamore & Co.

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Time	Topic & Speaker
9.00 am	<p>Understanding the Data Privacy Landscape</p> <ul style="list-style-type: none">• Introduction to key data privacy regulations (PDPA, GDPR, CCPA, etc.)• Overview of data protection principles• Data lifecycle management <p><i>Mr Raghuram Supramaniam</i> <i>Partner</i> <i>Intellectual Property</i> <i>Technology, Media & Telecommunications</i> <i>Personal Data Protection & Privacy Laws</i> <i>Shearn Delamore & Co.</i></p> <p>Building a Robust Data Privacy Framework</p> <ul style="list-style-type: none">• Recent case studies from around the world and practical examples• Implementing data minimisation and anonymisation• Data retention policies and procedures• Employee privacy training and awareness• Privacy vs challenges from tax and other authorities <p><i>Ms Irene Yong</i> <i>Head of Tax Advisory</i> <i>Partner, Personal Data Protection & Privacy Laws</i> <i>Shearn Delamore & Co.</i></p>
10.50 am	10-minute break

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Continued

Time	Topic & Speaker
11.00 am	<p>Compliance and Risk Management</p> <ul style="list-style-type: none"> • Data subject rights and handling requests • Cross-border data transfers • Privacy impact assessments (PIAs) • Incident response and breach notification • Cybersecurity best practices: Case studies on data breaches (causes, impact, and prevention) <p><i>Ms Janet Toh Yoong San</i> <i>Partner</i> <i>Co-Head, Technology, Media & Telecommunications</i> <i>Personal Data Protection & Privacy Laws</i> <i>Intellectual Property</i> <i>Shearn Delamore & Co.</i></p> <p>Customer Trust and Reputation Management</p> <ul style="list-style-type: none"> • The importance of customer trust in the digital age • Privacy as a competitive advantage • Transparency and communication with customers • Managing privacy concerns and complaints • Measuring and monitoring privacy performance <p><i>Ms Lilien Wong</i> <i>Partner</i> <i>Personal Data Protection & Privacy Laws</i> <i>Regulatory Compliance</i> <i>Dispute Resolution</i> <i>Shearn Delamore & Co.</i></p>
12.30 pm	Question & Answer Session
1.00 pm	End of Webinar

The organiser reserves the right to amend the programme in the best interest of the event.

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SPEAKERS

Mr Raghuram Supramaniam
Partner
Intellectual Property
Technology, Media & Telecommunications
Personal Data Protection & Privacy Laws
Shearn Delamore & Co.



Raghuram advises on protection and maintenance strategies of various IP rights, including trademarks, industrial designs, consumer protection, copyright, domain names, acquisitions of IP rights, securitisation and licensing, as well as competition and anti-trust, technology, media and telecommunications. He provides advice on trademark prosecution, trademark clearance searches and trademark registrability, trademark opposition and rectification proceedings as well as protection and maintenance of copyright, industrial designs and geographical indications.

In addition, he also advises and assists clients on IPR enforcement by working with the Ministry of Domestic Trade and Consumer Affairs, the Royal Malaysian Customs and the Royal Malaysian Police.

Raghuram has further assisted, worked and appeared with partners of the Intellectual Property Department of Shearn Delamore & Co. in various trademarks, copyright, industrial and patent infringements and cancellations as well as regulatory compliance matters in the subordinate courts, High Court, Court of Appeal and the Federal Court.

He was awarded “Bronze Individual” in Litigation by IAM Patent 1000: The World’s Leading Patent Professionals Guide (2024).

Ms Irene Yong
Head of Tax Advisory
Partner, Personal Data Protection & Privacy Laws
Shearn Delamore & Co.



Irene practises in the area of Personal Data Protection & Privacy Laws, and provides information and data management strategies and solutions, business practice and process reviews, as well as template and document reviews for business enterprises. She has advised and conducted reviews and audits for various business enterprises, including financial institutions. She has presented many papers on personal data protection law and regularly conducts training and workshops for clients and event organisers.

Irene also practises in all aspects of Tax and Revenue law advisory, structuring, planning, audits, investigations, dispute resolution and litigation, sales tax, service tax, GST, transfer pricing, income tax, real property gains tax, indirect taxes, stamp duty, taxation of oil and gas companies, tax incentives, trusts, and asset protection and planning. Irene has appeared as counsel for taxpayers before the Customs Appeal Tribunal, GST Appeal Tribunal, the Special Commissioners of Income Tax and the Superior Courts of Malaysia. Irene has been recognized as Tax Counsel in *the Asia Pacific Legal 500*, *Chambers Asia Pacific*, *Expert Guides*, *Finance Monthly*, *The Legal 500 Asia-Pacific*, *Who's Who Legal*, *Business Today Lawyers Awards 2023*, and in successive editions of the **International Tax Review** rankings.

Ms Janet Toh Yoong San
Partner
Co-Head, Technology, Media & Telecommunications
Personal Data Protection & Privacy Laws
Intellectual Property
Shearn Delamore & Co.



Janet Toh has more than 20 years' experience in intellectual property and technology related legal matters. Janet heads the Personal Data Protection & Privacy Laws Practice Group and co-heads the Technology, Multimedia & Telecommunications Practice Group, and is also a partner with the Intellectual Property Practice Group of Shearn Delamore. Janet Toh advises clients on matters relating to intellectual property (IP) and technology, ranging from IP protection and ownership, advertising, consumer protection, domain names, e-commerce, franchise, gaming, regulatory approvals for food, cosmetics and drugs to telecommunications.

Janet represents clients on matters relating to technology and commercial transactions, including collaboration, outsourcing, development and licensing of hardware, software and IT systems for users of IT within the software, retail, media, consumer products, financial services, telecommunications and a broad range of other industries. She also advises a broad range of clients on data protection, privacy and cybersecurity issues. She is currently the Deputy Chairperson of the Bar Council Cyber & Privacy Law Committee.

Janet has been ranked by Chambers-Asia Pacific and the Legal 500 Asia Pacific in its 2019 – 2024 editions. She has been described in Chambers as being very good at TMT work and is always responsive and very collaborative.

Ms Lilien Wong
Partner
Personal Data Protection & Privacy Laws
Regulatory Compliance
Dispute Resolution
Shearn Delamore & Co.



Upon graduating with a 1st Class Honours in law in 2010, Lilien joined Shearn Delamore & Co. In 2014, she received scholarships to pursue her postgraduate studies and obtained a sabbatical from the firm to complete a full time LLM programme. She returned to Shearn Delamore & Co in 2016 upon obtaining a Distinction in Master of Laws (International Commercial Law).

Lilien was made a Senior Associate in 2016 and was promoted as a Partner in 2019.

Lilien represents clients in commercial litigation and arbitration, both domestic and international. Whilst Lilien has represented client from various industries on a wide range of disputes, she focuses on disputes in e- commerce, telecommunications & multimedia, social media, project development and gaming activities.

Lilien also has extensive experience in regulatory compliance work which fall under the purview of various authorities including the Competition Commission, the Communications and Multimedia Commission, the Malaysian Aviation Commission, the Anti-Corruption Commission and the Personal Data Protection Commissioner. Aside from advisory matters, she conducts and designs review & compliance programme for clients. Her experience on regulatory compliance work covers a full spectrum of commercial activities spanning key industries; e-commerce, energy, oil and gas, general merchandising and retail, logistics, pharmaceutical, healthcare, medical devices, telecommunications and multimedia, aviation, construction, fast moving consumer goods, direct selling, manufacturing and distribution, hospitality, insurance, banking, paint manufacturing and production, automotive and others.

In addition to contentious and advisory work, Lilien often designs training programme and offers training for clients on data protection, antitrust, anti-corruption and dawn raid. Work aside, Lilien regularly provides training and acts as judge in mooting competition organized by various institutions (such as AIAC, ALSA, Lawasia, CIETAC, KPUM, University Malaya, UUM, BAC, Taylor's University and NAMCO).



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Course Serial No.:
10001466389

Organiser / Payee: **Federation of Malaysian Manufacturers**
MyCoID / ROC: **007907X / 196801000309**
SST Registration No.: **W10-1901-32000108**

WHO SHOULD ATTEND THIS WEBINAR

Compliance / Data Protection / IT Security / Marketing & Sales
Managers and Executives

PARTICIPATION FEE

(RM)	Fee per pax	SST	Total per pax
FMM / GS1 member	322.50	25.80	348.30
Non-member	450.00	36.00	486.00

- 10% group discount for 3 persons or more from the same company.
- **This webinar is a HRD Corp Claimable Course (SBL-Khas).
Course Serial No.: 10001466389**

CONTRIBUTORS TO HRD CORP

- Contributors are required to email the HRD Corp Grant Reference Number to event@fmm.org.my by November 18, 2024.
- If FMM could not claim participation fee from HRD Corp after the event (participant with less than 75% attendance), FMM will issue an invoice of the full fee to the company.

ENQUIRIES

Contact: Ms Ida Tan / Ms Kwai Kaun
E-mail: event@fmm.org.my
Tel: 03-6286 7200 ext. 394 or 380

NON-CONTRIBUTORS TO HRD CORP

Invoice will be issued accordingly. Before the event, all confirmed participating companies with outstanding fees need to **provide a letter or an email to undertake payment arrangement.**

Last-minute registration with payment will be admitted on space availability basis.

Payment methods

- 1) Bank transfer to Malayan Banking Bhd.
 - Account no.: **5-14208-33076-8**
 - SWIFT code: **MBBEMYKL**
(Email bank-in slip to financedivision@fmm.org.my.)
- 2) Cheque crossed **Account Payee Only**.
(Invoice number on reverse side of cheque. Mail to address stated on the invoice.)
- 3) JomPAY
 - Biller code: **20073**

CANCELLATION / REPLACEMENT / NO-SHOW

Cancellation of participation and refund is not allowed.
Replacement participant is accepted at no extra charges.

FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the event, FMM will not be responsible for covering all costs incurred by participants. Participants who do not attend the event are liable for the full fee.

CLOSING DATE FOR REGISTRATION

November 18, 2024

Zoom Online Registration

Registration Guidelines

1. Please register online preferably using your company's email address.
2. For registration of more than one participant, please submit online registration for each participant with a different email address.

Click

<https://bit.ly/fmm-20nov24-register>

or

Scan



Technical Information

- Within 2 – 3 working days after registration, a **confirmation email** will be sent to you, with the link to join the webinar. If you did not receive it, please contact: event@fmm.org.my.
- **Reminder emails** will be sent to you 1 week, then 1 day before the event and again 1 hour before it starts. As these are automated emails, you may need to check your junk mail box.
- You may join the webinar **15 minutes before the starting time.**
- FMM will **record the webinar** for future reference.
- The Q&A function will be used for participants to engage with the speakers, rather than audio and video. So, be mindful of your **login name** as it will be seen by other participants. Please retain it throughout the webinar.
- Please ensure you have access to one device (laptop, desktop, tablet or handphone) with a **strong internet connection.**