

Practical Guidance for Business

Agenda

2:00 - 2:15 Introduction

Wendy Iannelli, President and CEO, Better Business Bureau Serving Metropolitan New York
Christina M. Gorman, Certification Manager, International Association of Privacy Professionals

2:15 - 3:00 Business: How to determine whether your organization is subject to the Rule

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- Whether the accounts you offer are covered under the Rule
- What “red flags” are and how to identify, detect, and respond to them in order to prevent identity theft
- Administrative requirements of the Rule

Patricia A. Miller, Attorney, Division of Privacy and Identity Protection, Federal Trade Commission (FTC)

3:00 - 3:05 Business

3:05 - 4:15 Business: Who in your organization should be involved in the development, implementation, and administration of the Rule

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