

Fighting Fraud with the Red Flags Rule: Practical Guidance for Business

Agenda

April 29, 2009

2:00 – 2:15 Opening Remarks

Welcome and Introduction of co-sponsors

Claire Rosenzweig, President and CEO, Better Business Bureau
Serving Metropolitan New York

Megan Harvick, Certification Manager, International Association
of Privacy Professionals

2:15 – 3:00 Presentation

The Basics: Requirements of the Red Flags Rule

The scope, structure, and requirements of the Red Flags Rule, including:

- How to determine whether your organization is subject to the Rule
- 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

Presenter:

Tiffany George, Attorney, Division of Privacy and Identity
Protection, Federal Trade Commission (FTC)

3:00 – 3:05 Break

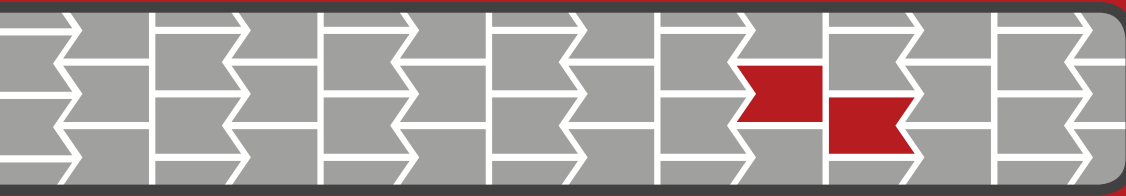
3:05 – 4:15 Panel

Nuts & Bolts: Putting Together a Red Flags Program

This panel will draw on the experiences of those who have created and administered a Red Flags Program. These issues include determining:

- Who in your organization should be involved in the development, implementation, and administration of your Program?
- How to perform a risk assessment





- How to tailor a program for the level of risk your organization faces
- What a streamlined Red Flags program may look like

Moderator: Manas Mohapatra, Attorney, Division of Privacy and Identity Protection, FTC

Panelists:

Michael Allen, Associate Counsel, Citizens Energy Group

Orrie Dinstein, Chief Privacy Leader & Senior IP Counsel, GE Capital

Laura Dishman, Privacy & AML Associate, Law & Compliance, TIAA-CREF

Seth Gilbertson, Assistant Counsel, State University of New York

4:15 Closing Remarks