

# Virginia Association of Community Banks

## Financial Privacy & GLBA Update: Including the New Model Privacy Notice Form

WEBINAR – ON-DEMAND WEB LINK & FREE CD ROM

Thursday, March 11, 2010

3:00 pm – 4:30 pm Eastern

Banks have traditionally safe-guarded their customers' financial information. Now under Gramm-Leach-Bliley Act (GLBA), banks must provide periodic notices to customers regarding the bank's information sharing practices and must inform customers of their right to opt-out. Recently, the FDIC and other federal agencies released a new model privacy notice form that is designed to make it easier for consumers to understand how financial institutions collect and share personal information.

Banks that provide this model privacy notice form to their customers will be in compliance with GLBA. However, the previous safe harbor provisions under GLBA will be eliminated on January 1, 2011. Therefore, to obtain a compliance safe harbor after January 1, 2011, your bank must use the new model privacy notice form. This webinar will review the new model privacy notice form, explain how the new form should be used, and cover all the financial privacy duties a bank owes to its customers.

### HIGHLIGHTS

- Background on financial privacy rules
- Difference between GLBA and the Federal Right to Privacy Act
- Detailed review of new model privacy notice form
- Exceptions to the consumer's right to opt-out
- Limitations on sharing of consumer information
- Privacy concerns with third-party vendors

### WHY SHOULD YOU PARTICIPATE?

This session is a cost-effective way for your bank to learn more about financial privacy rules, including the new model privacy notice form. You may train as many individuals as you like for one set price. There will be no travel costs, no time lost from work, and no one will be required to leave the institution.

### WHO SHOULD ATTEND?

This informative session is designed for deposit operations personnel, loan operations staff, retail officers, commercial officers, attorneys, compliance officers, and managers.

**PLEASE NOTE:** Your registration fee allows you to have **one telephone connection**. However, as many people as you like may listen from your office speaker phone. If you register for the webinar, your registration fee also includes **one internet connection** from a single computer terminal.

### ABOUT THE PRESENTER – Elizabeth Fast, JD, CPA, Banker's Choice

Elizabeth Fast is a partner with Spencer Fane Britt & Browne LLP where she specializes in the representation of financial institutions. Elizabeth is the head of the firm's training division known as Bankers Choice. She received her law degree from the University of Kansas and her undergraduate degree from Pittsburg State University. In addition, she has a Master of Business Administration degree and she is a Certified Public Accountant. Before joining Spencer Fane, she was General Counsel, Senior Vice President, and Corporate Secretary of a \$9 billion bank with more than 130 branches, where she managed all legal, regulatory, and compliance functions. She is a customer of the Missouri State Banking Board by appointment of the Governor.

## THREE REGISTRATION OPTIONS

### 1. LIVE WEBINAR

The **LIVE WEBINAR** registration option allows you to have one telephone connection for the audio portion and one internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials will be sent prior to the broadcast along with hookup instructions. Your pin number, hookup instructions and handouts will be emailed to you. You will need the most current version of Adobe Acrobat Reader available free at [www.adobe.com](http://www.adobe.com).

### 2. ON-DEMAND WEB LINK\*\* AND FREE CD ROM\*

**Can't attend the live webinar?** The **ON-DEMAND WEB LINK\*\*** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within 5 business days following the webinar, you will be provided with a web link that can be viewed anytime 24/7 for the next 6 months. This link will expire 6 months after the live program date. **But there's more . . . AS AN ADDED BONUS, you will also receive a FREE audio/visual CD ROM.\*** The CD includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.

### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\* (INCLUDES FREE CD-ROM\*)

Includes options 1 and 2 above

**AFFORDABLE, PROFESSIONAL TRAINING, WHEN AND WHERE YOU CHOOSE**

\*CD Rom for PC use only

\*\*All materials are subject to copyright and intended for your bank's use only.

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<b>Registration Form:</b>	<b>Financial Privacy &amp; GLBA Update</b>	<b>March 11, 2010</b>
		<b>VACB</b> 7204 Glen Forest Dr. Ste. 101 Richmond, VA 23226 (804) 673-8250 (804) 673-8251-Fax Email: <a href="mailto:kmallinger@vacb.org">kmallinger@vacb.org</a> Web: <a href="http://www.vacb.org">www.vacb.org</a>
_____ Company/Bank Name		
_____ Contact Name	_____ Title	
_____ Billing Address		<input type="checkbox"/> Check Enclosed: Amount: \$_____
_____ City/State/ZIP		<input type="checkbox"/> Visa <input type="checkbox"/> Master Card Expires ___/___/___ Credit Card Number: _____
_____ Email Address	_____ Phone	
<b>Program Type (All Pricing is for Members. Non-Member Fees are Double)</b>		
<input type="checkbox"/> Live Webinar (\$250) <input type="checkbox"/> On Demand Link w/free CD (\$250)		
<input type="checkbox"/> Both Live Webinar with On-Demand Link & Free CD (\$275)		

**Cancellation Policy:** Cancellations must be received within three or more business days prior to the day of an educational program to receive 100% credit. If less than three days prior, a 20% cancellation fee will apply. There are no refunds on the day of a program, substitutions, however, are welcome.