

# PRIVACY LAWS & BUSINESS

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This issue brings to PL&B readers first news of the UK's ratification of the Council of Europe Convention on the 26th August. As a result, and with the UK Data Protection Act coming into force on November 11th, we have prepared a special edition for an in-depth look at what is happening on the data protection scene throughout the UK, including Jersey, Guernsey and the Isle of Man. The latter are of particular interest to the financial community.

We are often asked why we use the term "name-linked data" instead of "personal data." The reason is to avoid identifying such data exclusively with personnel data. Although employee records are an important example of name-linked records, there are many others. In this issue, we have two features related to direct marketing. One is a data protection checklist for direct marketing campaigns. The other is a report from Glasgow University's David Goldberg on a Scottish data protection/marketing list court case heard in June.

In addition we see whether fears over data export restrictions resulting from the Council of Europe Convention are justified, and a valuable guide to names and addresses of national and international data protection authorities.

In the next issue PL&B will feature a report from the Annual Meeting of Data Protection Commissioners at Quebec, and how ICI has been preparing for the UK Data Protection Act to come into force.

P.S. If you need more information after reading PL&B please let us know.

*Merrill Dresner*

Merrill Dresner, Editor

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