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Data matching is an important new theme in this issue's reports on Australia, Hong Kong, the USA, New Zealand and Portugal (unofficial translation of the new law enclosed). Australia has set up a data matching regulatory framework for the public sector. But will it be effective? Other countries may follow this regulatory trend in due course.

The last three months have been extremely busy. In late April, I was privileged to organize a *Data Protection Authorities Forum* in Leiden, the Netherlands on direct marketing which included a day with industry leaders. A session on the Netherlands PTT's service for those not wishing to receive telephone marketing calls attracted attention as a model well worth adapting elsewhere.

In early May, we held our first *Privacy Laws & Business Lunch* with our distinguished guest, Professor Masao Horibe from Japan who referred to differences between western and Japanese business culture. In Japan, major corporations are influenced by the relevant government department which strongly encourages them to comply with a sectoral privacy code. Such a code exists for the finance sector and another is being prepared for telecommunications firms and users.

A record number of participants from 12 countries attended our *4th Annual Conference* in Cambridge in early July. The scenario session provided a valuable forum for testing assumptions on the best way to respond to the EC's strict rules on transferring name-linked data outside the member states. Abandonment of the EC draft directive in favour of the the Council of Europe Convention was shown to be an inadequate basis for safeguarding data protection rights or even giving companies a consistent regulatory framework.

I hope you like the new look of the *Privacy Laws & Business Newsletter*. Please let me know what you think. Our next issue is scheduled for September.


Stewart Dresner, Publisher

P.S. We have shifted our 5th Annual Conference to July 20 - 22 1992 at St. John's College, Cambridge, which offers both excellent modern conference facilities and first rate accommodation.

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