

# Big Data Means Big Opportunities... and Big Risks

As big data and the internet of things converge with companies' physical operations, businesses are collecting and relying on increasingly large data sets to more efficiently perform their functions. Given the value of this information and the varying levels of security used to protect this asset, it is no surprise that hackers and cyber criminals find it a lucrative target. Businesses today must carefully implement and rigorously enforce their data privacy and cybersecurity practices. Those that fall short in these efforts expose themselves not only to the theft of a valuable asset but also to negligence claims and litigation arising from a failure to comply with the ever-increasing obligations mandated under various state,

federal and international data privacy-related regulations. The biggest challenge for many companies lies in assessing risk, defining scope, and implementing effective security measures.

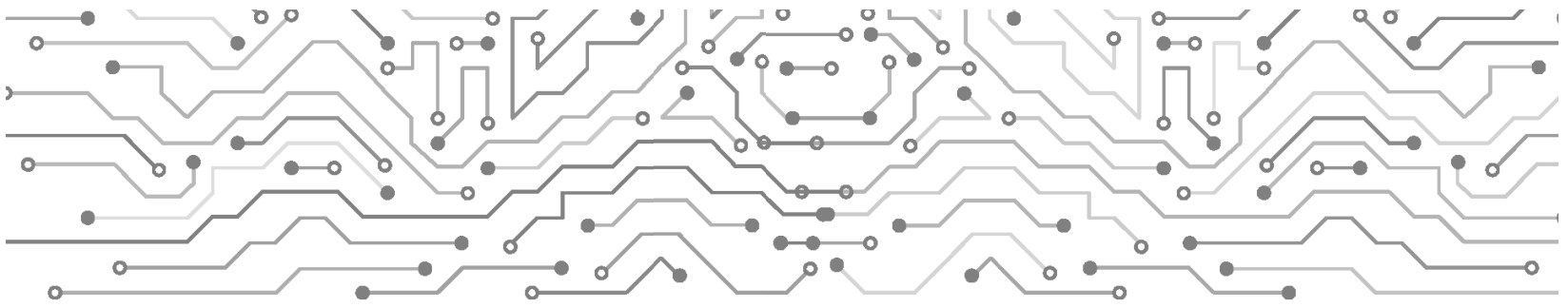
The Data Privacy and Cybersecurity team at Reinhart Boerner Van Deuren recognizes the need for companies to have a comprehensive information security program. Our interdisciplinary team—comprised of corporate, litigation, healthcare, employment, intellectual property, employee benefit, and financial institution attorneys—advise our clients across the entire data privacy spectrum. Many of our attorneys have technical or industry-specific expertise while others

have earned a certified information privacy professional designation which recognizes their expertise within the area.

We regularly counsel clients in every aspect of data privacy and cybersecurity, including:

- **C-Suite Counsel**—We provide strategic counsel and risk management advice to boards of directors, senior executives and technology managers to help them understand and manage their information security risks and obligations. We also review cyber security policies to ensure companies are adequately covered.





- **Information Security Programs and Incidents Response Plans**—Our team is experienced at assisting clients in the development of concise, thorough information security programs and related incident response plans that allow for an organized and timely response to a data security incident.
- **Cross-border Data Transfer**—We help clients comply with the laws governing the transfer of data and personal information from one country to another. Whether it's assisting a client with complying with the GDPR or the APEC Cross-Border Privacy Rules, Reinhart's data privacy attorneys are here to guide you.
- **Privacy Policies**—With the ever-increasing sensitivity and regulation concerning the use of personal information, it is critical that your company has a comprehensive privacy policy that discloses how the information is used, obtains consents where appropriate, and permits an individual to manage or delete their data once it has been collected.
- **Data Breach Mitigation**—Whether your security incident affects one individual or thousands of individuals, and whether the situation is geographically limited or spans fifty states, our team can efficiently help you understand the scope of your security breach, advise with respect to your notification obligations and liaise with law enforcement, forensic investigators, insurers and other professionals involved in the incident.
- **Vendor Management**—We regularly advise clients and draft contracts to assure third party service providers appropriately secure our clients' data.
- **Mergers and Acquisitions**—A key task of mergers and acquisitions buyers is the evaluation of a target's cybersecurity profile and exposure. We offer our clients a unique diligence process that not only evaluates a seller's cybersecurity exposures but also assesses legal compliance and the overall security of the target's digital assets.

*Visit [reinhartlaw.com/data-privacy](https://reinhartlaw.com/data-privacy) to learn more.*



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