

# EMERGING TECHNOLOGIES

## Data Privacy & Security



On a global scale, the role of technology in our daily lives is ever-expanding. We are living in an information economy, where every business enterprise and organization derives value from the free flow of information. The ability to collect, store, and transmit data around the world is the linchpin of a functional and profitable global economy, but it creates novel risks to the privacy of businesses and individuals. Many countries have implemented laws or regulations to protect the privacy of their citizens or residents. Our Data Privacy and Security team works with clients to successfully navigate this dynamic environment, providing a wide variety of counseling capabilities with respect to cybersecurity, data rights, and privacy.

We represent established industry participants seeking to preserve and protect their enterprise value as well as clients whose emerging technologies push the envelope to create novel legal and regulatory issues that require in-depth knowledge of the regulatory landscape as well as creative solutions to unique questions.

We assist and advise clients on a range of privacy-related issues, including:

- Privacy risk assessments
- Privacy policies
- Data protection policies
- Representations and warranties relating to data protection and security
- Compliance with rapidly evolving international, federal, and state laws, regulations, and best practices relating to privacy and security
- Compliance with industry-specific privacy laws and regulations
- General inquiries regarding the GDPR and other industry or jurisdiction-specific data privacy and security laws

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