



**Best Practices for Data Protection and Privacy:
Leading Lawyers on Creating a Data Protection
Strategy, Dealing with Security Breaches, and
Analyzing Recent Trends in Legislation (Inside the
Minds)**

Multiple Authors

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Best Practices for Data Protection and Privacy is an authoritative, insider's perspective on best practices for safeguarding sensitive information and intellectual property. Featuring partners and chairs from some of the nation's leading law firms, these experts guide the reader through the inner workings of data protection audits, privacy policies, cybercrime, customer notification, identity theft, and both current and proposed federal and state privacy laws. These top lawyers also offer advice on reacting to a breach of data security, implementing policies to better protect data, understanding an attorney's role in protection strategies, enforcing data protection violations, and analyzing the effect of the economy on data protection. Finally, these leaders reveal their strategies for meeting client expectations, planning defensively, and keeping abreast of change. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to success within this dynamic and fast-paced field.

Inside the Minds provides readers with proven business intelligence from C-Level executives and lawyers (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies and firms nationwide. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is heading and the most important issues for the future. Each author has been selected based upon their experience and C-level standing within the professional community.

Chapters Include:

1. Ian G. DiBernardo and Jason M. Sobel, Partners, Stroock & Stroock & Lavan LLP - "Protecting the Confidentiality and Value of Sensitive Data and Intellectual Property"
2. Alison Arden Besunder, Managing Partner, Burner, Smith & Associates LLP - "Assisting Business Clients with Key Data Protection and Privacy Considerations"
3. David Anderson, Partner, Nixon Peabody LLP - "Recent Trends in Privacy and Data Protection"
4. Brian R. Balow, Member, Dickinson Wright PLLC - "Strategies for Managing Data Protection and Breaches"
5. David G. Rickerby, Esq., Partner, Choate, Hall & Stewart LLP - "Waiting for the Government: Privacy Law in an Era of Rapid Growth, but Little Coherent Direction"
6. Stuart D. Levi, Partner, Skadden, Arps, Slate, Meagher & Flom LLP - "Recent Developments in Data Breach Notification and Information Security Laws"

Appendices Include:

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Appendix B: Sample Notifications

Appendix C: In Re Bernard L. Bilski and Rand A. Warsaw

Appendix D: Vicki J. Pinero versus Jackson Hewitt Tax Service Inc., Et Al.
Appendix E: Privacy Policy Checklist
Appendix F: Medimmune, Inc. v. Genentech, Inc., Et Al.
Appendix G: Sample Mutual Non-Disclosure Agreement
Appendix H: Quon v. Arch Wireless
Appendix I: American Medical Association Red Flags Rule
Appendix J: FTC Extended Enforcement Policy: Identity Theft Red Flags Rule, 16 CFR 681.1
Appendix K: In the Matter of James B. Nutter & Company
Appendix L: In the Matter of CVS Caremark Corporation
Appendix M: Federal Trade Commission TJX Decision and Order
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Appendix P: Sample Notification Letters Addressing Security Breaches
Appendix Q: Senate Breach Notification Bill

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