

# An Invitation

Tuesday, September 22, 2009

## Every Company's Nightmare: Privacy and Data Breach Risks

Please join us for a complimentary program examining the increased exposures presented by the growing risk of privacy and data breaches, and the potential effect of new US state and federal privacy regulations on a wide range of business, including financial institutions, retailers, educational institutions, healthcare providers, pharmaceutical/medical device companies and insurance companies.

This informative session will cover the federal Red Flag rules (effective November 1, 2009) and the new Massachusetts rules (effective March 1, 2010), which will impact almost every business that stores personal data of Massachusetts employees and residents (whether or not the company operates in Massachusetts, over the internet or otherwise) and is becoming the model for other states looking to protect residents' personal information.

We will address the steps needed to comply with these regulations and the following topics:

- What are the risks, exposures and potential costs created by data breaches
- What to do NOW to be in compliance with state and federal regulations
- Practical issues to consider in the development of a compliant written information security plan
- Strategic choices to be made, such as selective protection of data or selective encryption of laptops and wireless communications
- Protecting yourself and your company through third-party vendor contractual provisions
- Prompt notification and effective responses to security breaches
- Enforcement issues
- Considerations for multi-national companies, including EU and specific country data protection requirements, and whistleblower hotline and FCPA compliance
- Potential insurance coverage issues

### Speakers:

**Mark E. Schreiber**, Partner, Chair, EAPD Privacy Practice

**Laurie A. Kamaiko**, Partner, EAPD Insurance and Reinsurance Practice

**Steven A. Brav**, In-House Counsel, American Tower Corporation

**Kimberley D. Overs**, formerly VP & Legal Counsel, The Estee Lauder Companies

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### Location

Edwards Angell Palmer & Dodge LLP  
750 Lexington Avenue, 8th Floor  
(corner of 59th Street and Lexington)  
New York, NY

### RSVP

By September 18 to  
ACCEvent@eapdlaw.com or  
212.912.2752

### Registration

8:30 am - 9:00 am

### Program

9:00 am - 10:45 am

### NY CLE

A total of 2 hours of general,  
non-transitional NY CLE credit will  
be available