

# Cybersecurity and Privacy

# Overview

We provide clients across industries with comprehensive counsel on complex, evolving, and multifaceted issues related to information security, data breaches, and privacy.

Our cybersecurity clients seek our advice at the three phases of cybersecurity legal needs: (i) planning, preparation, and hardening against a cybersecurity event; (ii) as "breach coaches" during a cybersecurity event, including coordination of forensic services and working with law enforcement, through consumer notification; and (iii) in the litigation that may follow a cybersecurity event.

Our attorneys are trusted counsel both to international companies and to growth-stage companies on all manner of privacy compliance and litigation issues. We advise on long-standing federal standards such as HIPAA and Gramm-Leach-Bliley as well as emerging state standards, such as those in California and New York.

We blend our skills and experiences as litigators and transactional attorneys with a deep understanding of information security, data breach law, and privacy laws and regulations to meet and anticipate our clients' needs. Carlton Fields' team includes attorneys who have earned the designation of Certified Information Privacy Professional (e.g., CIPP/US, CIPM) as well as former federal cybercrime prosecutors.

# Our services include:

# **Data Breach and Incident Response**

- Help clients prepare for, and respond to, data breaches and the full range of government investigations they may prompt.
- Provide immediate support and rapid response, via phone and email, for clients that learn of a
  possible data breach and must act immediately to mitigate potential liability and discharge
  potential obligations stemming from the incident.
- Develop and test comprehensive incident response plans that address internal and external actions to take in the wake of a data security incident.

# Litigation

Represent clients in all forms of litigation associated with data breaches and other security
incidents. This includes class action defense in federal and state courts, and prosecution and
defense of other complex matters.

# **Development and Implementation of Compliance Programs**

- Build full-scale compliance programs for domestic and international operations, including:
  - Data mapping and risk assessment
  - Data subject access request management policies, procedures, and workflows
  - Review and update of contracts and agreements to reflect data privacy obligations and data processing
  - Updates to internal and external privacy policies
  - Cookie consent and management of preferences
  - Privacy compliance for new product development and advertising
- Update data privacy and information security policies, procedures, and programs for businesses
  of all sizes with both domestic and international operations.

# Federal and State Privacy and Cybersecurity Laws

- Regularly assist clients with their obligations pursuant to laws, including Gramm-Leach-Bliley, the Fair Credit Reporting Act, HIPAA, and HITECH.
- Assist clients in complying with emerging state privacy and cybersecurity laws, such as the California Consumer Privacy Act (CCPA), the Colorado Privacy Act (CPA), Nevada's privacy law (SB-220), the New York SHIELD Act, and the Virginia Consumer Data Protection Act (VCDPA).

# **International Privacy Regulations and Global Policies**

- Counsel clients on compliance with the GDPR and assist with the development of legal means for cross-border data transfers post *Schrems II*.
- Counsel clients on compliance with other international regulations, including Brazil's Lei Geral de Proteção de Dados (General Data Protection Law - LGPD), Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), and Jamaica's Data Protection Act (DPA).
- Counsel clients on compliance with International Standards of Organization (ISO), the internationally recognized best practices for personal data use, transmission, and storage.

# **Employee Privacy Issues**

- Advise employers on a wide range of privacy areas, including compliance with federal and state regulations, including employer obligations under the CCPA.
- Counsel clients on compliance with the Fair Credit Reporting Act and analogous state laws regarding pre-employment background checks and post-hire investigations.
- Counsel businesses on privacy issues related to work-from-home and COVID-19.

# **Genetic Information and Health Privacy**

- Develop and implement incident management response for data breaches relating to electronic personal health information.
- Manage security risk assessments to meet HIPAA, HITECH, and state health information privacy and security requirements.
- Develop and implement full suite of policies and procedures necessary for compliance with HIPAA's privacy and security rules.
- Create compliance programs to accommodate emerging biometric data and genetic privacy laws domestically and internationally.

# **Privacy and Cybersecurity Trainings**

- Provide off-the-shelf and white-label privacy training options to accommodate businesses of all sizes in privacy readiness and compliance, including trainings to meet compliance requirements for the CCPA, GDPR, LGPD, HIPAA, and EU data authority guidance.
- Plan and conduct tabletop exercises with companies to simulate a breach event, targeting to the company's particular risk profile, often partnering with inside or outside forensic experts and media relations professionals.

# **Website and Social Networking Issues**

- Help ensure client compliance with FTC and other regulations.
- Support brands and influencers in meeting requirements under Section 5 of the FTC Act.
- Draft privacy policies, social media policies, terms of use, and community policies, and develop internal legal management programs for emerging online issues.
- Assist clients with the wide-ranging issues that arise as a result of social media use and an internet presence, and help them develop related proactive policies and standards.

# **Online Harassment and Phishing Campaigns**

- Represent and protect companies and their employees who are victims of online harassment, including nonconsensual pornography, cyber stalking, reputation attacks, identity theft, and other forms of digital abuse.
- Work with companies whose employees or customers are facing targeted, sophisticated phishing campaigns, including spoofing attempts and suspected email compromises.
- Our work can include support of the company's investigations into these matters, packaging the evidence for cooperation with law enforcement, and protection of corporate intellectual property, particularly as to domain name abuse.

# **Due Diligence and Other Transactional Support**

- Provide cybersecurity and privacy due diligence advice in connection with mergers and acquisitions, private equity investments, and other transactions.
- Represent private equity firms and other pooled-capital entities as standby counsel for their
  investigations into potential acquisitions, including of SaaS companies as well as more traditional
  brick-and-mortar companies for which cybersecurity is a concern, both at the term sheet level
  and pre-closing.

# Our attorneys are active and hold leadership positions in data privacy and cybersecurity organizations, such as:

- International Association of Privacy Professionals (IAPP)
- International Security Management Association
- Sedona Conference Working Group on Data Security and Privacy Liability
- ABA Privacy and Computer Crime Committee CLE Working Group
- ABA Computer and Software Legislation Committee
- ABA Electronic Filing Committee
- ABA Internet Relationships and Cloud Computing Committee
- ABA Section of Science & Technology Law
- DRI Data Management and Security Committee
- ISACA (Information Systems Audit and Control Association)

# Industries supported by our practice include:

- Advertising
- Artificial intelligence
- Biotechnology
- · Construction and real estate
- Consumer brands
- Cosmetics
- Data analytics
- E-commerce
- Education (K-12 and universities) and education technology (edtech)
- Electronic gaming and esports
- Financial services sector
- · Health care
- Insurance
- Media and entertainment
- Professional services
- Retail, including online retail
- Software
- Software as a service
- Technology
- Telecommunications
- Title insurance

# Experience

- Served as breach coach and notifications counsel in responding to an extortionate ransomware attack on a B2B company with international operations, coordinating forensic response, threat actor engagement, coordination with law enforcement, and public and business-partner communications.
- Helped dozens of corporate clients that have experienced data breaches due to theft (e.g., stolen laptops and servers), social engineering fraud (phishing, misdirected wires), hacking (stolen passwords, brute force attacks), and accident (e.g., natural disasters, lost backup tapes).
- Defend clients under investigation by federal and/or state government agencies after complaints
  of privacy violations or data breaches. We frequently help clients, for example, that are subject to
  HIPAA privacy and security regulations respond to investigations by the U.S. Department of
  Health and Human Services' Office for Civil Rights.
- Defend data breach class actions, including (i) a hospital system after the alleged theft of personal health and financial data of hospital patients; (ii) a public entity after the exposure of its employees' tax information in a phishing scheme; and (iii) a multi-office medical practice that was the victim of a ransomware attack. In such cases, we have won at the motion to dismiss phase and class certification phases, and we have, in consultation with our clients and their insurance carriers, arranged for favorable resolutions at mediation.
- Assist and represent clients with creation and implementation of vendor management programs, including policies and procedures related to vendor risk assessment, vendor due diligence, vendor supervision, and vendor contract negotiation and management.
- Help clients implement companywide privacy and security policies to ensure protection of sensitive data.
- Help clients design beginning-to-end privacy compliance programs for new products, means of
  advertising, or other uses of consumer data, including drafting and strategic placement of all
  necessary notices and authorizations, as well as negotiating associated contracts. Such
  engagements include compliance with the CCPA, GDPR, and similar privacy regimes.
- Develop and implement GDPR compliance programs for international social media software as a service platform.
- Represent, with local counsel, companies before EU Data Protection Authorities in regulatory inquiries.
- Launch mobile application startups in app stores in international markets.
- Scale privacy compliance programs as outside counsel from startup to IPO.

- Help clients understand privacy compliance steps needed to expand current uses of consumer information.
- Serve as the outside general counsel to education clients on privacy and cybersecurity legal issues, including advice on remote learning, interpretation of FERPA, issues related to sexting and cyberbullying, and incident response. Our clients include colleges and universities, as well as some of the country's top private K-12 schools, school districts, and charter schools.

# Insights

03.12.2024

Change Healthcare Cyberattack Emphasizes Importance of Cybersecurity Readiness; Considerations for Hardening Your Cybersecurity Program

02.28.2024

No Password Required: Security Analyst at Rice University, WiCys Global Book Club Host, and No Password Required's Poet Laureate

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No Password Required: American University's Vice Provost for Research and Innovation and a Tracker of (Cyber) Unicorns

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Lawsuits Alleging Violations of Illinois' GIPA Are Piling Into Court Like Clowns Out of a Circus Car

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Preparing for 2024: Encore to 2023's Cyber and Privacy Extravaganza

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No Password Required: Executive Director at National Cybersecurity Alliance, a People-First Leader, and a Cyber Satirist

# 12.06.2023

No Password Required: Chief Adversarial Officer at Secure Yeti, a DEF CON Groups Global Ambassador, and a World-Class Awkward Hugger

# 11.20.2023

No Password Required: CEO and Founder of AnzenSage, Defender of the Food Sector, and Friend to Primates

# 10.25.2023

No Password Required: Founder and Commissioner of the US Cyber Games, CEO of the Cyber Marketing Firm Katzcy, and Someone Who Values Perseverance Over Perfection

# 09.29.2023

12 Tips to Help Your Business Address Generative Al Risks

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NAIC Privacy Working Group Goes All-in on New Draft Privacy Model

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SEC Deals New Cybersecurity Disclosure Requirements to Public Companies

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No Password Required: Threat Intelligence Analyst at Recorded Future, the Ransomware Sommelier, and a Guy With a Mildly Exciting Expense Account

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Verizon False Claims Act Settlement Signals DOJ's Sustained Focus on Cybersecurity-Related Violations

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No Password Required: CEO of Paragon Cyber Solutions, Family-Night Game Champion, and Calculated-Risk Taker

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Four Points for Your Artificial Intelligence Acceptable Use Policy

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No Password Required: Founder of Cyber Security Unity, Member of the Order of the British Empire, and Appreciator of '80s Soap Operas

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Four Key Cybersecurity and Privacy Considerations for Organizations Using Generative AI

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No Password Required: Threat Researcher at Cisco Talos and a Veteran of the Highest-Profile Cyber Incidents Who Roasts His Own Coffee Beans

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Florida Passes New Privacy Law: What It Means for Businesses

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NAIC's New Privacy Protections Recipe

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SEC Stirs Its Pot of Cybersecurity Preparedness and Response Proposals

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It's 3 AM: Do You Know What Your Website Is Doing? Tips for Reducing Regulatory and Litigation Risk Stemming From Website Technologies

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It's 3 AM: Do You Know What Your Website Is Doing? Tips for Reducing Regulatory and Litigation Risk Stemming From Website Technologies

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No Password Required: Gautam "Gotham" Sharma, a Cybersecurity Consultant and Comedian Who Injects Fun Into Infosec

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Website Tech Fueling Privacy Litigation: How to Reduce Your Risk

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No Password Required: The Teenage CEO of Girls Who Hack and Secure Open Vote, Who Is as Comfortable Behind a Mic as She Is Behind a Keyboard.

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March Madness Begins: NAIC's New Draft Privacy Model

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No Password Required: A Security Engineer and Budding Surfer Who Took PentesterLab From Side Hustle to Global Success

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New Year, New Privacy Shakedowns: Six Resolutions for Keeping Warm

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A New Draft Privacy Model Blooms From the NAIC Privacy Working Group

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No Password Required: A Developer Advocate With AuthO and an "Accordion Guy" With Rockstar Aspirations

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No Password Required: Former Commander, United States Central Command, Executive Director of Cyber Florida and an Appreciator of Battlefield Beef Enchiladas

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No Password Required: An FBI Special Agent's Journey from Submarines to Anti-Corruption to Cybersecurity

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No Password Required: A Senior Product Manager at GitLab With an Instagram Alter Ego That Puts Her in Privacy Superhero Territory

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SEC Plants New Cybersecurity Regulations; Time Will Tell What Will Bloom

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Financial Services Cyber Fraud: The Latest Risks and Best Responses

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Regulation S-ID: Financial Institutions Take Note

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Coast-to-Coast Privacy Compliance: California, Colorado, Connecticut, Utah, and Virginia

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No Password Required: Senior Manager of Cybersecurity Analysis at Capital One and a Builder of the Most Rad Relationships in Cyber

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Learn From Lemonade's Privacy Lemon: Sweeten Compliance to Lessen Litigation Bitterness

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No Password Required: The Bob Ross of Infosec, Whose Secretive Job at KnowBe4 Solves Cybersecurity's Most-Urgent Issues

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Technical Controls That Protect Data When in Use and Prevent Misuse

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No Password Required: The Former NSA Director, an Elite Storyteller Whose Life Resembles a Grisham Novel

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NAIC's Privacy Protections Working Group Plans Extended Growing Season for Fall 2023 Harvest

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Action-Packed Spring for NAIC Special Committee on Race and Insurance

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SEC Showers Down Proposed Cybersecurity Rules: 5 Steps for Staying Dry

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Seeking Clarity on Medical Privacy in Fla. Class Actions

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DOJ's First Cyber-Fraud Settlement Places Emphasis on Cybersecurity Shortfalls

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The Health Data Use and Privacy Commission Act: Is HIPAA Getting a Facelift and Expanding Its Reach?

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No Password Required: A Former Police Officer Who Embodies All the Qualities of a Great Leader

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Al Insurance Company Faces Class Action for Use of Biometric Data

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The Missing Piece: Engaging Employees in Building Zero-Trust Environments

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DOJ's New Enforcement Team May Intensify Push to Recover Cyberattack Payments

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Top Considerations for Businesses Under Jamaica's Data Protection Act, Effective 2022

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Making Good on Its Promise: SEC Pursues Cyber Enforcement Actions Against Financial Services Companies

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Bracing for 2023: 10 Steps to Prepare for a New Era in U.S. Privacy

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Spring Is Hot for State Privacy Legislation

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Cast Into the Deep: Questions for Charting New Privacy Waters

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What the Heck is Happening in California? An Update on California's Privacy Laws

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Health Care Providers Are Under Attack. Are You Ready for 2021?

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EU Data Protection Authority Levies Its First Fine for Violations of the GDPR

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The Impending Cookie "Crackdown": Irish Data Protection Commission Expected To Start Enforcement of Its Cookie Guidance This Fall

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Genetic and COVID-19 Testing Companies Set To Be Regulated in California

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The Final CCPA Regulations May Be Ready, But Is Your Business?

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Final CCPA Regulations Submitted, but Compliance Burden Could Increase

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HIPAA Compliance for Work-From-Home or Telehealth Programs: Five Frequently Overlooked Considerations

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U.S. Supreme Court to Weigh in on Computer Fraud and Abuse Act (CFAA) for the First Time

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10 Privacy Recommendations for Health App Developers From the AMA's Latest Privacy Principles

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NAIC Restarts Its Work Revising Its Model Privacy Provisions

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Five Steps to Prepare for Telehealth Data Breach Litigation

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10 Steps for Responding to a Telehealth Data Breach

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Six Steps to Protect Against Increased Telehealth Cybersecurity Dangers

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Canna We Talk Cannabis? Cybersecurity Risks Bring Growing Pains to Cannabis Businesses

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Here Are Seven Phrases That Can Help Your Business Avert Cybersecurity Attacks

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Florida's Legislature to Consider Consumer Data Privacy Bill Akin to California's CCPA

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When Google Meets HIPAA: Some Privacy and Regulatory Issues as Silicon Valley Enters the Health Care Space

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The Imitation Game: How the CCPA Is Inspiring Other States to Regulate Consumer Data and Online Privacy

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Are Banks and Other Lenders Subject to the CCPA?

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Fortnite Suit Highlights Game Cos.' Need For Privacy Vigilance

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Can You Write the California AG with Questions About CCPA Compliance?

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Is Your Organization Ready for the CCPA? The Importance of an Incident Response Guide

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The CCPA Has Placed a Mandatory Link on Your Company's Homepage

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Baltimore's Three-Week Ransomware Is a Warning for Other Local Governments to Prepare for Cyberattacks

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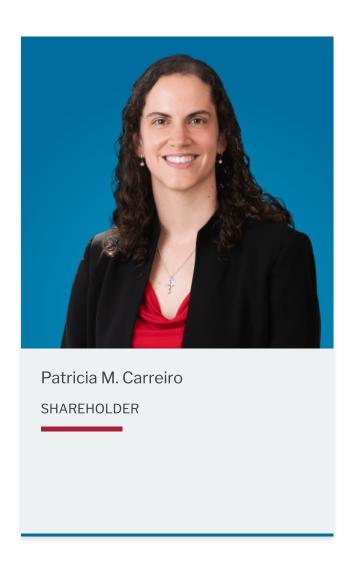
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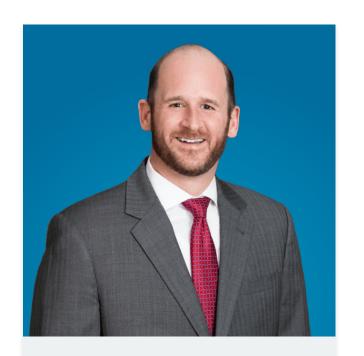
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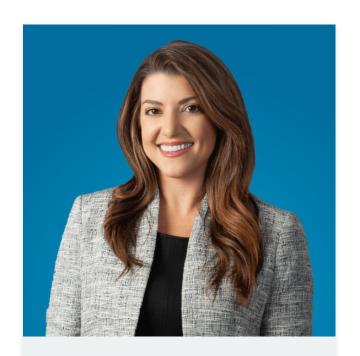
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- Banking, Commercial, and Consumer Finance
- Blockchain and Digital Currency
- Business Transactions
- Class Actions
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- Energy and Utilities
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- Litigation and Trials
- Media, Entertainment, Music & Sports
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# **Related Industries**

- Banking, Commercial, and Consumer Finance
- Construction
- Health Care
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- Technology
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