

## ACC National Capital Region: 2015 Data Privacy and Security Conference

SEPTEMBER 10, 2015

When it comes to data privacy and security issues, companies and nonprofits are working from the premise that it's only a matter of "when" – not "if" – your organization has to deal with a violation of applicable laws or a breach. The mix of increasing regulation of privacy and global expansion of businesses, together with rapid changes in technology and increasingly sophisticated hackers, is potentially explosive. How can in-house counsel and their business colleagues stay at least one step ahead of a data disaster?

The ACC National Capital Region 2015 Data Privacy and Security Conference will feature leading privacy and security practitioners and thought leaders from government and private industry, and is designed as a "one stop shop" for attendees of all levels of experience. Sessions will address the top issues on the minds of in-house counsel and their business colleagues, including:

- Managing your vendor relationships with regard to the security of the data they have or can access.
- Best practices to follow in working with government on data security issues and a breach.
- Developments in global privacy.
- How to avoid regulatory trouble with regard to consumer privacy issues.

Each session will provide practical advice and pointers that you can take back and apply to your organization.

WilmerHale Partner Reed Freeman will participate as a panelist during the session, "Interest-Based Advertising, Mobile, Big Data, and the Internet of Things." Consumer-facing companies are continually looking for new and innovative ways to connect with their customers. Without clear guidance from regulators, however, the explosion in mobile and new technologies has provided both opportunities and challenges. In this session you will learn about emerging products, requirements for notice and choice, and how companies can leverage their big data while staying within the guard rails.

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