

PROTECTING YOUR BUSINESS FROM PRIVACY AND DATA BREACH



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Data is a weighty word. It can mean last names and home addresses or social security numbers and credit card information. And when that data is entrusted to a business, it's a large—and weighty—responsibility to protect it.

“Every business that collects customer information is at risk of a data security breach,” says Stephanie Franckewitz, a Certified Information Privacy Professional and head of the privacy and data security law division of Calderhead Lockemeyer & Peschke Law Office. “It's not if; it's when.”

Employees today use a variety of devices on the go—iPads, iPhones, laptops—that often house customer information. If one device is left in a cab or misplaced at the mall, the company's entire data security may be at risk.

“It can happen quickly and easily. The exposure could be monumental,” says Partner Joel Peschke. “Studies have shown that customers lose a great deal of trust in a business after a breach, which can translate into decreased revenues. It is a direct hit to your brand that can be costly to recover from.

“The time to deal with a potential breach is now, before the problem has arisen.”

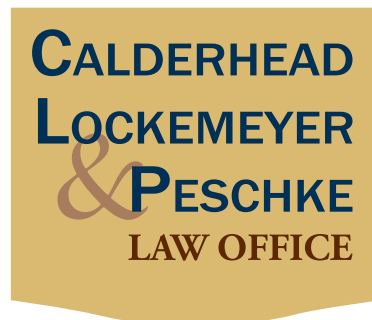
The Importance of Planning

Calderhead Lockemeyer & Peschke Law

Office helps businesses of all sizes and industries navigate the vast waters of data protection and breach.

“We tell clients the best defense is a great offense,” says Franckewitz, whose MBA background guides clients through breach protection from a business perspective. “Many businesses think they have systems in place, but they often aren't nearly comprehensive enough.”

The firm offers services to assess and advise growing businesses to help them achieve compliance with U.S. and global privacy and data security standards. When a breach occurs, companies fare far better when a plan has already been established.



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Customized to Clients

As a relatively young legal specialty, privacy and data security law is uniquely challenging because there is a variety of different standards and/or laws to comply with, both within the U.S. and globally. Developing a privacy program that meets the mark across all points where data is collected, stored, and transferred is a legal requirement that companies are expected to comply with. Some laws require businesses to notify the media or government agencies upon knowledge of a breach with little reaction time, thereby increasing the pressure to have a plan in place before something happens.

For this reason, the attorneys remain very accessible and deliver exceptionally individualized service to every client. “Clients have our cell phone numbers. We encourage them to call or text us day or night,” says Peschke.

“We have the experience to help clients protect against a data breach. If one does occur, we can help them navigate through the very sensitive time.”