## **Navigating Complex And Constantly Changing Cybersecurity Issues**

In a world where data is an extremely valuable asset, the regulatory framework governing the use and security of data has become increasingly complex and of critical importance. The global nature of key influential legislation is ensuring privacy and cybersecurity are brought to the forefront of businesses' strategies and compliance programmes. Furthermore, the increase in enforcement action by authorities, and particularly the nature and size of such actions, is highlighting to businesses how crucial it is that privacy and cybersecurity are taken seriously and embedded into the business.

The security of data has progressively become more of a crucial consideration for businesses and the related data security obligations are of increasing legal, practical and, importantly, reputational concern. Cybersecurity incidents and other security breaches can not only be detrimental from the perspective of an enforcement action, but also from the potential risks to a company's reputation.

## **How We Can Help**

#### **Compliance Assessments**

- Customised packages to meet each client's unique needs
- Partner with leading consultancies that offer forensic, technical, and business process expertise to provide complete assessments of enterprise data protection practices
- Action plans tailored to gaps and areas of risk identified in assessments

#### **Incident Response**

- War Game Cyber Simulations
- Initial Assessment
- Content and Delivery of Notice
- Media and Public Relations
- Investigations
- Litigation
- Remediation improvements and implementation

# Litigation and Investigations

- Involved in substantial litigation and enforcement cases involving privacy and cybersecurity
- Represent clients subject to FTC, ICO and other regulatory investigations worldwide, and those accused of violations of privacy laws, including class and other actions

#### **Public Policy**

- Shape various state privacy regulation and legislative initiatives globally
- Advise on the formulation of government policy at the Department of Homeland Security and the FCC
- Key role in significant congressional revisions to the Fair and Accurate Credit Transactions Act

#### **Thought Leadership**

- Help our clients think through the practical and regulatory implications and risks of new data uses
- Deep expertise in industries at the cutting edge of commercial data use, including artificial intelligence and automated systems, behavioral advertising and digital marketing, fintech, mobile and other technology sectors

## What Sets Us Apart

Paul Hastings offers an integrated suite of tailored clients services from recognised and market-leading professionals. We have brought together a unique, cross-disciplinary team with diverse perspectives and experience in business, law and technology on a global scale. Our Privacy & Security Group provides a range of advisory and consulting services to identify, analyse and manage solutions for today's emerging privacy and security challenges. This collaborative team enables us to provide clients the highest quality legal and regulatory advice as well as guide them through the practical implementation and provide ongoing compliance solutions beyond the traditional array of law firm offerings.

#### Clients We Have Helped













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# **Industry Recognition**

Ranked among the leading law firms for Technology: **Data Protection and Privacy** 

Legal 500 US

Ranked among the Top 5 on the A-List of the most successful law firms in the U.S. six years in a row

The American Lawyer

Ranked among the Top 10 most innovative law firms in Europe and North **America** 

Financial Times' US Innovative Lawyers Report

Fintech: Data **Protection &** Cybersecurity -**Chambers Band 1: USA Legal** 

Chambers USA

## **Key Contacts**



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