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Intellectual Property Privacy

Today, with the mass globalization of communication and commerce, privacy and the protection of sensitive data is a concern for every business. Privacy and data security laws in the United States and abroad seek to protect from unauthorized disclosure of individuals' personally identifiable information, such as names, addresses, phone numbers and Social Security numbers provided to third parties. Failure to adequately protect such sensitive data exposes businesses to liability as federal agencies, state attorneys general and private parties actively enforce the ever-growing body of privacy law. It is therefore a key element of current best business practices to take steps to protect data security not only to avoid liability, but to protect its reputation and preserve the trust of customers, clients and business partners.

Common sense tells us that sensitive information such as credit card numbers must be safeguarded by companies that collect them. It is perhaps less obvious that information collected from employees, job applicants, clients or visitors to a website may also be the type of data

protected by privacy and data security laws. Transmitting seemingly innocuous data out of the US may also present risk.

EGS is able to assist clients with developing and implementing a cost effective privacy protection strategy that is appropriate for the level of risk associated with the data they collect, use and store.

EGS attorneys Jennifer Silverman and Atul Singh successfully completed the requirements for CIPP/US designation from the International Association for Privacy Professionals, a not-for-profit association.

THE INTELLECTUAL PROPERTY PRACTICE GROUP

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