

FOCUS ON

Privacy, Cybersecurity &
Data Asset Management
Issues

Meeting Your Data-Driven Legal Needs

Protecting sensitive data has never been more critical to all businesses, particularly as ransomware attacks and other cybersecurity incidents rapidly escalate. Our privacy, cybersecurity, and data asset management attorneys help companies of all sizes develop and implement defensible compliance solutions in a pragmatic, cost-effective manner. The firm's concentration on both health and life sciences law and labor and employment law gives us deep insight into the regulatory problems of each, and exceptional capabilities for solving them.

Putting a highly experienced team on your side

Our team includes industry-recognized privacy and security professionals, litigators, transactional lawyers, and a member of the privacy and security and government relations working groups of the ISAO Standards Organization. Clients rely on us to determine which rules—federal, state, local, and international—govern their operations, and to help institute the policies and procedures that address those rules. We advise our clients on technical controls, such as access management and data monitoring and encryption, and ensure that their people are properly trained in their use.

Protecting your health-related data

From hospitals, insurers, and pharmaceutical companies to the most tech-forward apps and wearables, we help clients navigate the maze of laws and regulations that affect the gathering, use, and disclosure of health-related data. We examine our clients' risks, make them aware of their legal obligations, help them navigate potential pitfalls, and position our clients as responsible data stewards. We also perform privacy and security-related due diligence for private equity companies seeking acquisitions in the health and life sciences fields.

Helping you mitigate data breaches

Businesses today face the daily threat of a data breach or other cybersecurity event. The potential effects of such an event range from merely embarrassing to catastrophic. If a breach occurs, clients turn to us to undertake a breach assessment, create a corrective action plan, and assist them with remedial measures and security breach responses under applicable data protection laws. We also represent them in any investigations and litigation that ensue.

Keeping your private information private

While we help our clients navigate their legal obligations related to data asset management, our firm holds itself to those same high standards:

- Carnegie Mellon University Software Engineering Institute—Partner for Insider Threat Vulnerability Assessments
- Lawyers include Certified Information Systems Security Professionals
- One of the first U.S. law firms to achieve ISO/IEC 27017:2015 certification
- ISO/IEC 27001:2013 Information Security Management System certification

Service areas

- Cybersecurity Risk Assessment
- Data Asset Management
- Data Breach and Incident Response
- Data Breach/Cybersecurity Investigations & Litigation
- Data Protection
- Insider Threats
- Internet of Things (IoT)
- Interoperability
- Privacy Compliance Strategies
- Ransomware

Strategies that support privacy and cybersecurity goals

Quick action combats data breach

Investigated and evaluated possible data breaches at a health insurer, and carried out ensuing breach response obligations. We quickly mobilized a team of people, made an investigation that included a forensic analysis, reviewed documents, conducted interviews, and compiled facts and data points.

Trust network for data sharing developed

Assisted a health care client with developing trust networks by communicating with partners about how the client is acting as a trusted data steward and how the client achieves robust privacy, security, and compliance practices.

Response team controls security event

Helped a U.S.-based health insurance company mobilize a response team to investigate a security event, contain the threat, remediate the issue, and support determinations about legal and regulatory notification requirements to state and federal authorities.

Class action certification defeated

Helped a health insurer defeat a data breach class certification motion following the loss of a flash drive containing the personal health information of more than 283,000 individuals.

Research drives new tools for patients

Assisted a U.S.-based health information technology company in performing 50-state research across consent and authorization laws. We helped the client leverage the research to build revenue-generating automated tools to empower patients to access and share their data in line with interoperability policies while also complying with varying state privacy laws.

Response to OCR proved successful

Assisted a health care client in successfully responding to an inquiry from the U.S. Department of Health and Human Services' Office for Civil Rights related to a breach of protected health information involving the client's vendors.

Our team includes members with these credentials:

- ✓ Certified Ethical Hacker (CEH)
- ✓ Certified Information Privacy Professional for the U.S. Private Sector (CIPP/US)
- ✓ Certified Information Systems Security Professional (CISSP)
- ✓ Certified Professional in Health Information Management Systems (CPHIMS)
- ✓ Health Information Trust Alliance (HITRUST) Common Security Framework Practitioner



Discusses business opportunities and solutions for the health care and life sciences industries



Our client service ranks within the Top 10% of the law firms serving the world's largest clients

BTI Client Service A-Team

