

## FINANCIAL POISE WEBINARS **CYBERSECURITY & DATA PRIVACY 2018**

### **ABOUT THIS SERIES**

Data security, data privacy, and cybersecurity are critical issues for your company to consider in today's business landscape. Data breaches from high profile companies, including law firms, generate worldwide headlines and can severely damage your business's reputation. In certain industries, a patchwork of state and federal laws and regulations may cover your business, leading to compliance headaches.

This series explores the various laws and regulations which govern businesses both in the US and abroad, as well as how to implement and enforce an information security policy to protect your company and limit any damage from a data breach.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

#### **About Episode #1**

#### **Introduction to US Privacy and Data Security: Regulations and Requirements**

September 24, 2018 at 11:00 AM CST

There is no federal law governing privacy and data security applicable to all US citizens. Rather, individual states and regulatory agencies have created a patchwork of protections that may overlap in certain industries.

This webinar provides an overview of the many privacy and data security laws and regulations which may impact your business, from the state law protecting personal information to regulations covering the financial services industry to state breach notification laws.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

### **About Episode #2**

#### **Introduction to EU General Data Protection Regulation: Planning, Implementation, and Compliance**

October 22, 2018 at 11:00 AM CST

The GDPR is a game-changer for anyone doing business or employing individuals in the EU. GDPR is a broad regulation that requires business to protect the personal data and privacy of EU citizens for transactions that occur within EU member states. Countries that collect data on EU citizens will need to comply with strict new rules for protection of customer data by May 25, 2018. After that date, non-compliant organizations that collect data on EU citizens will face heavy fines. Learn more about the GDPR requirements and how your organization may meet those standards in this webinar.

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### **About Episode #3**

#### **How to Build and Implement your Company's Information Security Program**

November 19, 2018 at 11:00 AM CST

Does your business need an established information security program? Probably. Does it have one? Probably not.

Information security programs are designed to protect the confidentiality, integrity, and availability of your company's data and information technology assets. Depending on your industry and your clientele, you may also be required by federal, state, or international law to have an information security program.

This webinar will introduce you to the basics of how to put one in place, starting with identifying your incident response team, putting applicable insurance policies into place, and closing any gaps in the security of your data.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

#### **About Episode #4**

##### **Data Breach Response: Before and After the Breach**

December 17, 2018 at 11:00 AM CST

Your company has just suffered a data breach – what do you do next? Who do you call for help? Whom do you need to notify of the breach?

Your company may have already implemented its information security program and has identified the responsible parties, including applicable outside experts, to be contacted in the event of a breach. However, now you must assemble your incident response team to investigate the extent of the breach, evaluate the possible damage to your company, and determine whether you must notify your clients or the public of the breach. This webinar gives you an overview of what to do when the worst happens.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.