



## Take Five

### Five Privacy Tasks for the Second Half of 2025

1

#### Upcoming Privacy Law Review

Look at upcoming privacy laws and amendments and see if they apply to your organization. Remember, new regulations are evolving past CCPA requirements because of new consumer privacy rights, artificial intelligence considerations and a greater emphasis on minor, health and biometric data collection.

2

#### Update Your Public Privacy Policy

The consumer public privacy policy is the new face of the modern organization. An updated privacy policy is not only legally required, it is the first thing that regulators, consumer advocates and plaintiffs will look at to probe for weakness in your organization's privacy program.

3

#### Review Your Website Technologies

It's 2025, do you know what your website is doing? Common advertising and analytics technologies deployed in the wrong way or on the wrong sub-pages can cause serious issues with new privacy regulations and class action lawsuits. Invasion of privacy lawsuits are all the rage as crafty plaintiffs deform old laws to apply to new technologies.

4

#### Implement Your AI Governance Program

There is a path forward. Establishing an AI governance framework will allow speedy movement while keeping your organization safe.

5

#### Review Your Cyber Insurance

In an era where every company is a data company, coverage for cyber related events is no longer optional. Don't wait until you have a potential claim to figure out if you have enough protection.

**For more information contact Dante Stella at [dstella@dykema.com](mailto:dstella@dykema.com) or  
Melanie Chico at [mchico@dykema.com](mailto:mchico@dykema.com)**

## Incident Response

Our 24/7 Incident Response team assists clients across the U.S. as well as internationally through the entire incident life cycle with our curated panel of expert consultants (forensic, notification, and public relations) that have pre-negotiated rates for Dykema clients; including consultants with expedient turnaround on bitcoin access. Our team also routinely assists clients with security incident containment, managing regulatory compliance and investigations, remediation, and post-event lessons-learned analyses. Our far-reaching network of international privacy counsel also stands ready to assist with localized issues outside the U.S. when needed. Our readily accessible resources and tools help clients quickly evaluate both their U.S. and international regulatory obligations once systems have been restored and forensic investigation has identified any personal data that may have been exposed.

## Litigation

Our team has exceptional experience in successfully defending consumer class actions as well as individual lawsuits asserting a wide range of privacy rights violations and unfair trade practices. These issues frequently arise when a large data privacy or security incident occurs, or a company's business practices are challenged in the collection and usage of consumer information. The Dykema Data Privacy & Cybersecurity Team includes a deep bench of highly skilled and experienced trial, class action and regulatory attorneys who have extensive backgrounds in incident response, multi-jurisdictional litigation and industry regulatory investigations.

## Compliance

We are trusted advisors to our clients on a wide range of compliance matters including data sensitive agreements, drafting data processing agreements and privacy disclosures as well as negotiating key vendor contracts. The Dykema team's various areas of expertise and depth of experience are invaluable to our clients in an era of rapidly expanding regulatory requirements for pre-breach cyber security, post-breach response as well as business practices involving the collection and use of consumer information.

## Risk Management

Our Dykema team provides our clients with a comprehensive suite of risk management services, guidance and tools to help them effectively stand up and maintain their strongest risk management protocols. Our broad range of services routinely includes: data breach coaching; information management and litigation readiness; developing and testing incident response plans and privacy policies; regulatory compliance readiness and analysis; third-party management and vendor agreements; and C-suite, board, executive level and employee training.

For more information visit [dykema.com/cybersecurity](https://dykema.com/cybersecurity)

**Ready to respond to your needs 24/7.**



Dykema's Cyber  
Response Team  
877-646-8127



**VPO**  
VIRTUAL PRIVACY OFFICER

# Dykema

[www.dykema.com](https://www.dykema.com)

California | Illinois | Michigan | Minnesota | Texas | Washington, D.C. | Wisconsin

As part of our service to you, we regularly compile short reports on new and interesting developments and the issues the developments raise. Please recognize that these reports do not constitute legal advice and that we do not attempt to cover all such developments. Rules of certain state supreme courts may consider this advertising and require us to advise you of such designation. Your comments are always welcome. © 2025 Dykema Gossett PLLC.