

# Data Privacy and Cybersecurity





## Data Privacy and Cybersecurity Team

Our Data Privacy and Cybersecurity team is a multidisciplinary group of attorneys with extensive experience working closely with clients to address and to reduce their privacy and data security risks and exposures. Available 24/7 to assist clients in the aftermath of a security incident, we also help our clients mitigate and contain regulatory and litigation exposure, as well as cyber risk. Our group has a seasoned expertise in evaluating and assessing the impact that cyber insurance can have on an organization's risk profile, and we often are brought into clients' cyber insurance programs as a trusted partner with a wholistic understanding of our client's business operations that drives efficiencies on multiple fronts.

Delivering extraordinary client service is at the heart of our approach to the practice of law and that focus has been the cornerstone of our success since the Firm's inception. Close collaboration and cost-effective partnerships with our clients are the hallmarks of who we are and have defined us as a firm for nearly 100 years.

### Ready to respond to your needs 24/7



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Dykema's Cyber  
Response Team  
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# Dykema's holistic approach to data privacy and cybersecurity is based on our "4 Lanes" of expertise:

## LANE 1: 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.

## LANE 2: 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 and 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.

## LANE 3: 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.

## LANE 4: 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.

# Our Firm

With nearly a century of experience and over 400 attorneys and other professionals, Dykema is one of the top law firms for business in the United States. Serving businesses large and small from our 14 strategically located offices, the Firm helps clients address their most complex and sophisticated issues. In every matter—whether transactional, litigation, government policy, intellectual property, tax or other business-related legal service—we deliver outstanding results and unparalleled service that provide exceptional value to our clients.

Our attorneys and professionals—many nationally recognized and *Chambers*-ranked leaders in their areas of practice—are smart,

sophisticated, broadly skilled and deeply knowledgeable. Many have worked in-house at some of the largest companies in the U.S. Others, in addition to being skilled lawyers, are CPAs, MBAs, engineers, patent agents, arbitrators, brokers, business executives, educators and authors. Our professionals are known not only for their excellent legal counsel but also for their demonstrated commitment to fully understanding each client's specific business, industry environment, and unique objectives and challenges. Knowledge leads to insight.

That's why Dykema clients view our Firm as much more than a supplier of legal advice—we are an important strategic partner.

## Commitment to DEI

In our continued effort to address the underrepresentation of diverse attorneys in leadership positions throughout the legal world, Dykema successfully completed the Mansfield 5.0 program while also achieving the hard-earned distinction of Mansfield Certified Plus. The certified plus distinction measures whether a firm has affirmatively considered women, LGBTQ+, and minority

lawyers for at least 30% of leadership and governance roles, promotions, business development opportunities, and senior-level hiring. Having achieved Mansfield Rule 5.0 Certification Plus, Dykema is committed to continuing to improve on our diversity efforts through participation in Mansfield 6.0.

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