

## Privacy & Data Integrity

One of the most important assets any company must protect is its data. If a company experiences a data breach or loss it can severely affect its operations, reputation, and bottom line.

Downey Brand's lawyers are well aware of what is at stake for our clients with regard to data privacy and cybersecurity. Clients turn to our privacy team for assistance with minimizing and addressing the risks associated with gathering, transferring and storing sensitive data.

We represent clients across many industries, including banking, food and agriculture, health care and retail, with a broad range of privacy compliance and protection matters.

Our multidisciplinary group includes attorneys from our intellectual property, employment, litigation, corporate, technology, and security practice areas, which allows us to counsel our clients on a wide range of matters including:

- Representing clients in technology transactions involving cloud computing, software services, data processing and storage, personal information, cardholder data, and other sensitive information
- Developing terms of use, privacy, and data protection policies and related best practices
- Advising clients on how to protect themselves from security breaches, and with respect to their obligations and options after a breach has occurred
- Counseling on data retention and destruction policies and related best practices
- Advising clients, such as banks and financial institutions, with respect to their obligations to protect customer information
- Providing guidance with respect to state and federal privacy laws, including GLBA, HIPAA, CAN-SPAM, and COPPA
- Advising clients with respect to data privacy obligations in pending litigation

### Trade Groups

- [American Society of Mechanical Engineers \(ASME\)](#)
- [International Association of Gaming Advisors \(IAGA\)](#)
- [International Association of Privacy Professionals \(IAPP\)](#)
- [Sacramento County Bar Association Intellectual Property Law Section](#)
- [Sacramento Regional Technology Alliance \(SARTA\)](#)