



# Privacy

## *Accolades from Legal 500*

Our Data Protection and Privacy practice has been perennially recognized with top tier status.

## *Our Practice*

Seyfarth's Privacy & Cybersecurity team advises clients on cutting-edge topics—from automotive telematics, to the Internet of Things, big data, and usage-based insurance—as well as the latest US and international regulations. In particular, General Data Protection Regulation (GDPR)—the most significant change in data privacy regulation in the past 20 years—continues to have far-reaching impact, and our attorneys have been at the forefront of this issue, preparing clients for compliance and assisting with ongoing concerns.

Our attorneys provide a thoughtful, holistic approach to addressing clients' privacy- and cybersecurity-related needs. Seyfarth's team understands that data privacy and cybersecurity is a complex and multidimensional business issue that demands an integrated, cross-departmental approach to compliance, incident management, litigation, and vendor and technology transactions services.

Leading companies across diverse industries—including financial institutions, hotel franchisees, transportation companies, real estate management firms, software-as-a-service providers, health care and life sciences companies, consumer electronics manufacturers, grocery stores, and online retailers—have enlisted our Privacy & Cybersecurity team for guidance on these mission-critical areas of business.

Our attorneys provide both the technological proficiency and legal knowledge needed to evaluate a company's data privacy and cybersecurity practices. With backgrounds in data security and encryption, our team helps clients proactively prevent data breaches and implement effective remediation strategies if a breach occurs. Seyfarth's tech-savvy attorneys have the skills to handle the forensic analysis essential to the breach management process and can tap into valuable vendor relationships for additional support when needed.

Our team frequently collaborates with Seyfarth's world-class professionals in health care, electronic discovery, corporate transactions, and labor and employment to deliver seamless, comprehensive data privacy and cybersecurity solutions with a highly integrated, cross-functional approach.

## *Representative Example*

Assisted a US-based global manufacturer of electronic instruments and electromechanical devices with more than 220 manufacturing sites worldwide to bring its EU operations into GDPR compliance. Our team developed a GDPR compliance program to support the processing of HR-related personal data in the US, in a centralized manner.