



# Privacy Law in the Internet Age

**P**erhaps no area of law affects both the work that lawyers do and the practice of law more than modern privacy law. Join our extraordinary panel of speakers for the latest developments, analysis, and practice tips.

- Managing the cybersecurity risks of mobile devices
- Social media ethics for lawyers
- Privacy and data security in the payment card industry
- Building a worker data privacy program
- Updates on the leading cases and developments in privacy law
- Best practices for an age of enhanced FTC enforcement
- Data breaches: confronting your notification anxiety
- Lawyers' risks and obligations under HIPAA

**Friday, June 6, 2014**

Ambridge Event Center  
1333 NE Martin Luther King Jr. Blvd.  
Portland, Oregon

**6 General and 1 Ethics MCLE Credits**

# SCHEDULE

- 8:00 a.m. REGISTRATION AND CONTINENTAL BREAKFAST
- 8:30–9:30 **BYOD—Mobile Device Challenges for Security and Privacy**
- Overview of cybersecurity risks associated with implementing BYOD programs
  - Practical advice for managing risks
  - Sample agreements
    - *Virginia Y. Lee*
    - *Aravind Swaminathan*
- 9:30–10:30 **Privacy & Data Security in Payment Card and Card-Alternative Transactions**
- Payment systems and how they work—PCI-DSS and other standards
  - Regulation of payment systems by federal/state law and by contract
  - Enforcement and liability before and after breach
    - By agencies, by banks, and in consumer class actions
    - *David L. Silverman*
- 10:30–10:45 BREAK
- 10:45–11:15 **Lawyers as Business Associates: New Risks and Obligations under HIPAA**
- A background of HIPAA and HITECH
  - Determining whether lawyers are considered business associates
  - Outlining the steps necessary for compliance
  - Best practices for preventing breaches
  - Penalties for violations
  - Other professional responsibility obligations
    - *Stephanie A. Cason*
- 11:15–12:15 **The Legal Ethics of Social Media (aka Friending Our Enemies, Boasting Through Blogs, and Tweeting Our Trials)**
- Understanding the comprehensive use of social media by lawyers
  - Ethical implications of online advertising and promotion
  - Communicating through social media without breaching confidentiality
  - Using social media as an investigative tool in light of the new Oregon ethics opinion
  - Adopting strategies to reduce the risk of online activities
    - *Dayna E. Underhill*
- 12:15–1:15 LUNCH (on your own)
- 1:15–2:00 **Workplace Privacy: A Competitive Advantage**
- Applicants, workers and PII/PHI
  - Building a worker data privacy program
  - Workers pay it forward—Protecting your customers' and patients' PII
    - *Julie Ashworth Glover*

# SCHEDULE (cont.)

- 2:00–2:45     **Important Recent Developments and Trends in Privacy Law**
- Notable FTC actions regarding privacy and data security
  - Privacy case law update
  - Emerging privacy principles in mobile app development
    - *Brianne L. Bridegum*
    - *Colin Folawn*
- 2:45–3:00     BREAK
- 3:00–3:45     **Cyber-Insecurity: Confronting Your Notification Anxiety**
- Data breach: will you know it when you see it?
  - State and Federal notification provisions
  - Typical notification mechanics
  - Who’s going to pay for this?
  - Preserving the privilege
  - Practical tips for the privacy practitioner
    - *Kelly T. Hagan*
- 3:45–4:30     **Red Rover or Dodgeball? Traversing the Privacy Playing Field in an Age of Enhanced FTC Enforcement**
- Using internal audits and strategies to prepare for a third-party assessment
  - Best practices for completing a successful external audit
  - Recent FTC decrees and the potential impacts for your clients
    - *Jennifer Davide*
- 4:30 p.m.     ADJOURN

# Program Faculty

**Brianne L. Bridegum**

*Schwabe Williamson & Wyatt PC*

**Stephanie A. Cason**

*Program Co-Planner  
Stoel Rives LLP*

**Jennifer Davide**

*Program Co-Planner  
HTC*

**Colin Folawn**

*Schwabe Williamson & Wyatt PC*

**Julie Ashworth Glover**

*6 Degrees Privacy Consulting*

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*DLA Piper LLP*

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*Holland & Knight LLP*

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*Program Co-Planner  
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## LIVE PRESENTATION

**Portland – June 6, 2014**

Ambridge Event Center  
1333 NE MLK Jr. Blvd.

## MCLE CREDIT

*Privacy Law in the Internet Age* will  
receive **6** General and **1** **Ethics**  
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# Privacy Law in the Internet Age

Friday, June 6, 2014

|                   |                       |
|-------------------|-----------------------|
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## TUITION

Registration includes electronic course materials. Print materials are available for an additional \$15.00.  
(A link to a PDF of the materials will be emailed prior to the seminar date.)

- ☐ \$189 Early registration (received by June 2, 2014)
- ☐ \$139 New attorneys (admitted 2012–2014) and legal staff (received by June 2, 2014)
- ☐ \$95 Legal aid attorneys (received by June 2, 2014)
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## LIVE WEBCAST REGISTRATION

This program will be broadcast LIVE over the internet on Friday, June 6, 2014, starting at 8:30 a.m. Pacific Time. You may access this event from anywhere with an established internet connection. The webcast will include video and audio of the speakers and seminar handout materials — all on your computer! To register for the live webcast, please [click here](#) or go to our website at <http://go.lclark.edu/oli> and click on "Webcasts."

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