

SBLC@LCLARK.EDU

503-768-6940

HTTPS://LAW.LCLARK.EDU/CENTERS/SMA LL_BUSINESS_LEGAL_CLINIC/ Wildfire and Disaster Planning for Small Businesses: *Data Protection*

Shanna Knight STAFF ATTORNEY

Disclaimer : Presentation is for informational purposes only. Consult an attorney for legal advice on data protection and privacy.

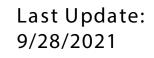


What Papers are Important to Your Business?

- Financials books, taxes, receipts, invoices, inventories
- Customer lists
- Customer data (contact, payment info)
- Business registrations and licenses (operating agreement, bylaws, minutes)
- Employee files
- Contracts / Agreements
- Insurance policy
- Documents unique to your business!
- How are they saved?







SB LC

Why are we asking?

- Legal liabilities
 - State and federal taxes and employment documents (3-4 years)
 - Loss of customer confidential information liable to customer
 - Contract breach
 - Maintaining your business registrations and licenses
- Valuable business information!
 - The work you did to get that information
 - Loss of institutional knowledge
 - Loss of IP
 - Ability to apply for loans and grants, and get your insurance payment
 - Being able to continue working if physical records are destroyed





Back it Up!

Hard Drive

- Have to buy the drive and replace as needed – could lose data if it fails
- Should be stored off-site, but could still lose to fire, etc
- Set weekly reminders
- Keep your software up-to-date
- Look for one that is encrypted and password-protected (rare, so expect to pay more)

The Cloud

- Can use from anywhere
- Not vulnerable to fire
- Have to keep paying* for the service
- Security! Look for:
 - "client-side encryption" w/ a private encryption key, or have to encrypt before you upload – may need extra software
 - "in-transit encryption"
 - "server-side encryption"
 - Zero-knowledge providers, but you could lose data if you lose your key



Other Considerations and Resources

Whatever method you choose,

- Make sure you back up on a schedule or automatically
- Get anti-virus and firewall protections
- Pay for it

Want to see more pros and cons?

- Check out the SBA article:
 - <u>https://www.sba.gov/blog/cloud-</u> <u>storage-thumb-drive-or-disk-drive-</u> <u>pros-cons</u>
- SBLC can help with privacy policies, reviewing cloud contracts

Better Business Bureau

- BBB-accredited cloud services in
 - Oregon:
 - <u>https://www.bbb.org/us/or/catego</u> <u>ry/cloud-services</u>
- Tips for data privacy
 - <u>https://www.bbb.org/article/tips/1</u>
 <u>4023-bbb-tip-data-privacy</u>
- Data Privacy for small businesses (with more of an online presence)
 - <u>https://www.bbb.org/article/news-</u> releases/21343-data-privacy-for-<u>small-businesses</u>