

Is YOUR DATA SAFE? ...

Put your mind — and company — at ease.

Attend this critical Data Privacy & Security Briefing and Panel Discussion



Tuesday, August 25, 2009

4:00pm to 7:00 pm

Grand Valley State University ~GR Campus

Kennedy Hall ~ Room 124

301 W. Fulton, Grand Rapids, Michigan

Refreshments and appetizers provided

Cost—No charge; just peace of mind & your time

To register online: www.apsec.us/register

- ◆ What do you need to know about Data Privacy and Security for practical application to reduce your business risk?
- ◆ What are the legal implications regarding how you handle your employees and customers Personally Identifiable Information?
- ◆ Have you addressed government regulations while protecting the data you are responsible for?

Join our panel of West Michigan legal experts and **Eric Ouellet, Vice President and Data Security Analyst with Gartner Inc, an IT industry leading consulting firm**, to learn and ask questions that address your concerns. Find the legal and operational solutions to meet compliance and regulatory provisions while protecting your information and your bottom dollar.

In these challenging times of greater data privacy regulation and increasing internal and external threats of breaches learn what you should do to address:

HITEC and HIPAA - On April 17, 2009, HHS issued guidance specifying the technologies and methodologies that render protected health information (PHI) unusable, unreadable, or indecipherable to unauthorized individuals, as required by the Health Information Technology for Economic and Clinical Health (HITECH) Act passed as part of the American Recovery and Reinvestment Act of 2009 (ARRA). **Learn what you need to do to reduce your risk and be compliant.**

FTC – Red Flag Rule goes live – On November 1, 2009, the FTC starts enforcement of the Red Flag Rules, created to prevent identity thieves from using people's personally identifying information to open new accounts and misuse existing accounts. Financial institutions and creditors will be required to implement a program to detect, prevent, and mitigate instances of identity theft.

Data Breach Notification Provisions – If you capture, use or store Personally Identifiable Information (PII) of your employees, customers, vendors, patients or investors, you need to be aware of the data breach laws in effect and what your obligations are in protecting it.

Sponsoring & Participating Organizations:

Applied Security US Incorporated:
The Gremel Group
GVSU School of Computing
& Information Systems
Open Systems Technologies
Mika Meyers Beckett & Jones, PLC
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Miller Canfield
Physicians Organization of W. MI
Varnum, Riddering, Schmidt &
Howlett, LLP
Warner Norcross & Judd LLP

Join these experts for an insightful, timely, and information packed discussion on how to secure your data.

Register online today at:

www.apsec.us/register