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Privacy, data security and trust

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For businesses, the growing volume and sensitivity of information being shared, stored and used is driving demand for greater transparency about how such information is being managed and protected.

Do you know where you are vulnerable? Do you have a security incident response plan? How do you manage regulators and litigation in the event of an incident?

If you don't know the answers to the above questions, we're here to help. It is imperative that your organization has an incident response plan in place to mitigate potential risk and ensure you are ready to act if you encounter a security issue or data or privacy breach.

We created the below infographics to help organizations prepare for and respond to a security issue or data/privacy breach incident. Containing practical checklists and best practices, they can be used as a quick reference guide and help you

- mitigate the risk of data security issues and data and privacy breaches
- put the right tools in place to effectively deal with incidents, if they happen (including considerations for reputational damage)
- gain actionable advice on how your organization should respond to a privacy or data security issue/breach
- create, test and refine your security incident or data breach plan

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Data Security and Privacy: Managing Risk and Earning Trust

In this year's opening keynote, Harlan Loeb, Global Chair of Edelman's Crisis and Risk group, and Lisa Kimmel, President and CEO of Edelman Canada, compare Canadian companies against global data security and privacy best practices, providing thought-provoking suggestions for ensuring your organization is effectively navigating this constantly evolving landscape. Through the lens of trust, Lisa and Harlan share, for the first time, **Edelman's Data Security and Privacy in Canada Governance Study**, and discuss:

- **how to navigate** the cyber landscape
- **earning and maintaining** trust
- **best practices** to effectively manage privacy and data security risk

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Disruptive Technology and the “Internet of Things” – Managing the Shift

Technology continues to drive at a rapid pace how we experience our personal lives, consume goods and do business. As legal leaders and custodians of our businesses and brands, we need to be forward-thinking in respect of technology’s evolving impact. In learning from the near-past, as well as contemplating what’s to come, this presentation will prepare you to manage the risks of evolving technology in your business lives.

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