

Brooks Pierce Partner Charles Marshall Discusses Cybersecurity with Business North Carolina

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Brooks Pierce partner Charles Marshall discussed internet threats and data privacy issues as part of *Business North Carolina's* annual cybersecurity roundtable. An abridged version of the discussion was included in the November issue of the magazine.

The roundtable, hosted at Brooks Pierce's Raleigh office, covered several topics, including the strategies, technologies and training necessary for businesses to mitigate the risk of data breaches. The discussion also offered an assessment of the industries that are most vulnerable to data breaches as well as advice on how company executives can become involved in the protection and prevention process.

Marshall is a member of the Brooks Pierce data privacy team, which counsels clients regarding issues such as data collection, privacy policies and data breaches. During the *Business North Carolina* roundtable, Marshall explained how companies can better communicate privacy policies with consumers.

"We're finding that consumers are becoming more educated and better attuned about companies' privacy policies," said Marshall. "We encourage [companies] to be truthful, to be transparent and to be accurate when they're communicating with their consumers about their privacy policies. That means thinking about what is reasonable for the consumer to expect in terms of how their data is being shared and handled."

The full article is available [here](#).