

## Brooks Pierce Partners Discuss Cybersecurity at NCTA Event

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Brooks Pierce partners Charles Marshall and Elizabeth Spainhour recently spoke to the North Carolina Technology Association (NCTA) about how to best prepare for a data breach and manage reputational damage and costs associated with a breach. The presentation, which also included insight into how businesses can effectively assess their data collection and retention practices, evaluate cyber insurance policies and create a data breach response plan, was a part of the NCTA's Cyber Security Network Meeting held April 10 at the Research Triangle Foundation.

Marshall counsels companies on responding to data breaches, including notifications to consumers, state regulators, insurers and vendors in various states. Marshall also helps digital media and e-commerce companies draft privacy policies for online services and mobile applications and to avoid risks.

Spainhour, who recently received her Certified Information Privacy Professional designation, works with advertisers, content creators and other businesses on a wide range of privacy issues. She is experienced with assessing customer data collection practices and working with businesses to craft responsive privacy policies, as well as advising clients on right of publicity issues and other privacy tort liability.

Founded in 1993, NCTA is a nonprofit association focused on advancing the state's tech industry. NCTA has more than 750 member companies, organizations and institutions representing over 150,000 North Carolina-based employees.

### PEOPLE

Elizabeth Spainhour

### SERVICES

Privacy