

Brooks Pierce Partner to Speak on Data Privacy at 2015 Internet Summit

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Brooks Pierce partner Charles Marshall will speak at the 2015 Internet Summit to be held Nov. 18-19 in Raleigh, North Carolina. He will present alongside industry leaders from companies such as Time Inc., Uber, Google and IBM.

In his talk, “Weathering the Coming Storm – How Today’s Best Privacy Practices Can Help Reduce the Impact of Tomorrow’s Data Breach,” Marshall will provide an in-depth look at the privacy and legal “life cycle” of data collection, from a company’s first customer or user, to the inevitable data breach. He will give insight on best practices regarding the collection and use of data, the type of data collection subject to state or federal regulation, and the importance of addressing data privacy in contracts with business partners.

“Data breaches are becoming increasingly commonplace and damaging for businesses of all sizes,” Marshall said. “It’s important for companies to evaluate the data they have that could be harmful in a breach and take measures to protect that data. I look forward to sharing what I’ve learned while helping companies manage data breaches to help other businesses avoid these same problems.”

Marshall is a digital media and privacy lawyer in Brooks Pierce’s Raleigh office. He counsels companies during data breaches and on other complex data privacy issues. He also helps digital media and e-commerce companies draft privacy policies for online services and mobile applications.

Recognized as the Southeast’s largest digital gathering, the Internet Summit is a premier digital strategies forum aimed at educating and promoting forward thinking and thought leadership on topics related to Internet business and marketing. The Summit gives digital professionals the opportunity to learn directly from the world’s digital industry experts, network with peers, and learn how to turn ideas into transformational solutions.